

LIFE

IN THIS ISSUE

THE UNKNOWN STORY BEHIND
"FROM HERE TO ETERNITY"

PHYLLIS KIRK

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MAY 7, 1951

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FATHER'S DAY

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WEDDINGS

ANNIVERSARIES

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Birthdays

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In every Parker Pen, distinctive beauty, exclusive precision features, and honest value reflect Parker's 63 years of experience.

Today, whoever the honored one, whatever your budget ... 4 new Parker Pens let you choose at almost any price you want to pay ... from \$3.00 on up. Of course, the finest of all to give and to get is the New Parker "51". It's the only pen with the remarkable Aero-metric Ink System.

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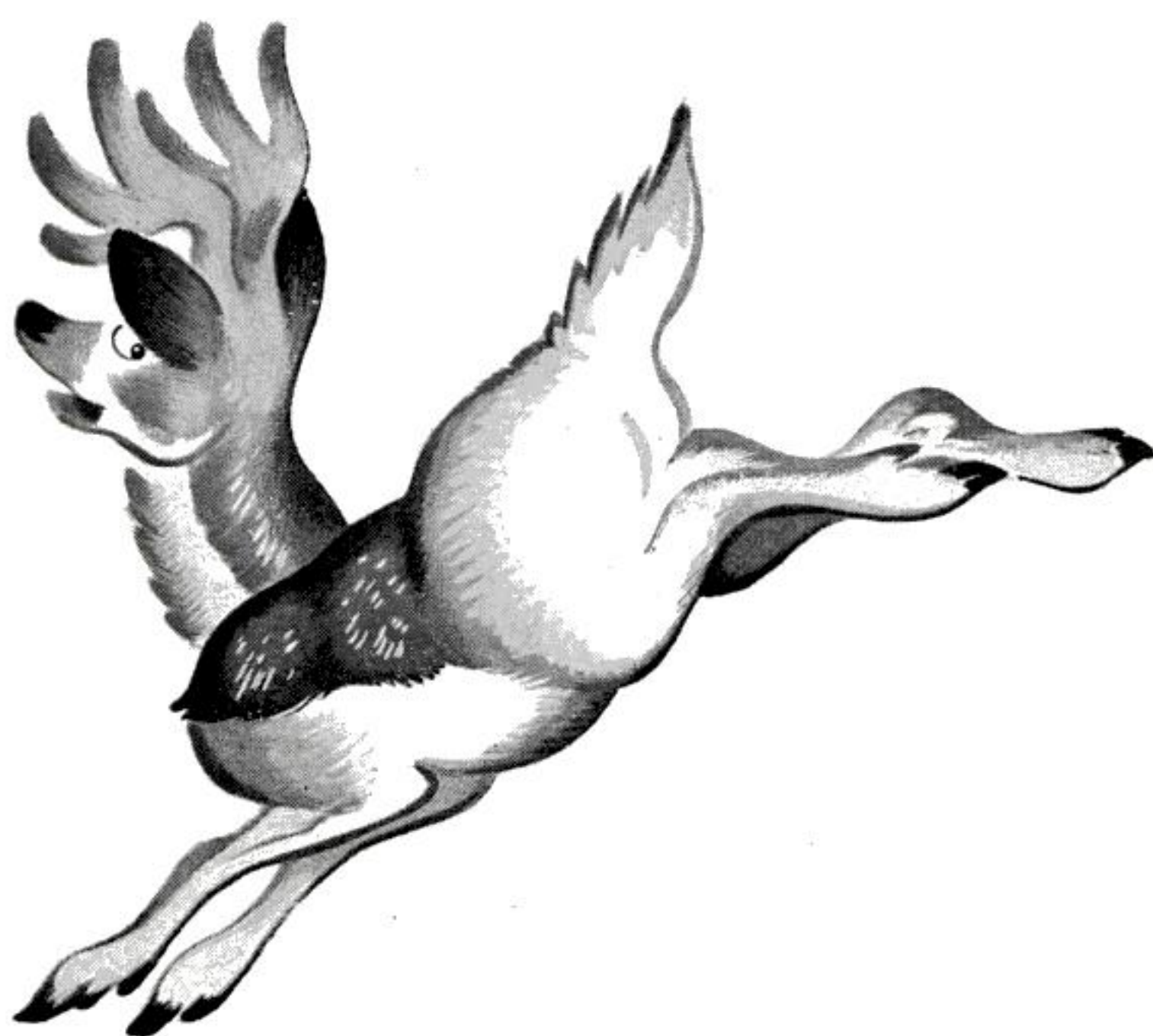
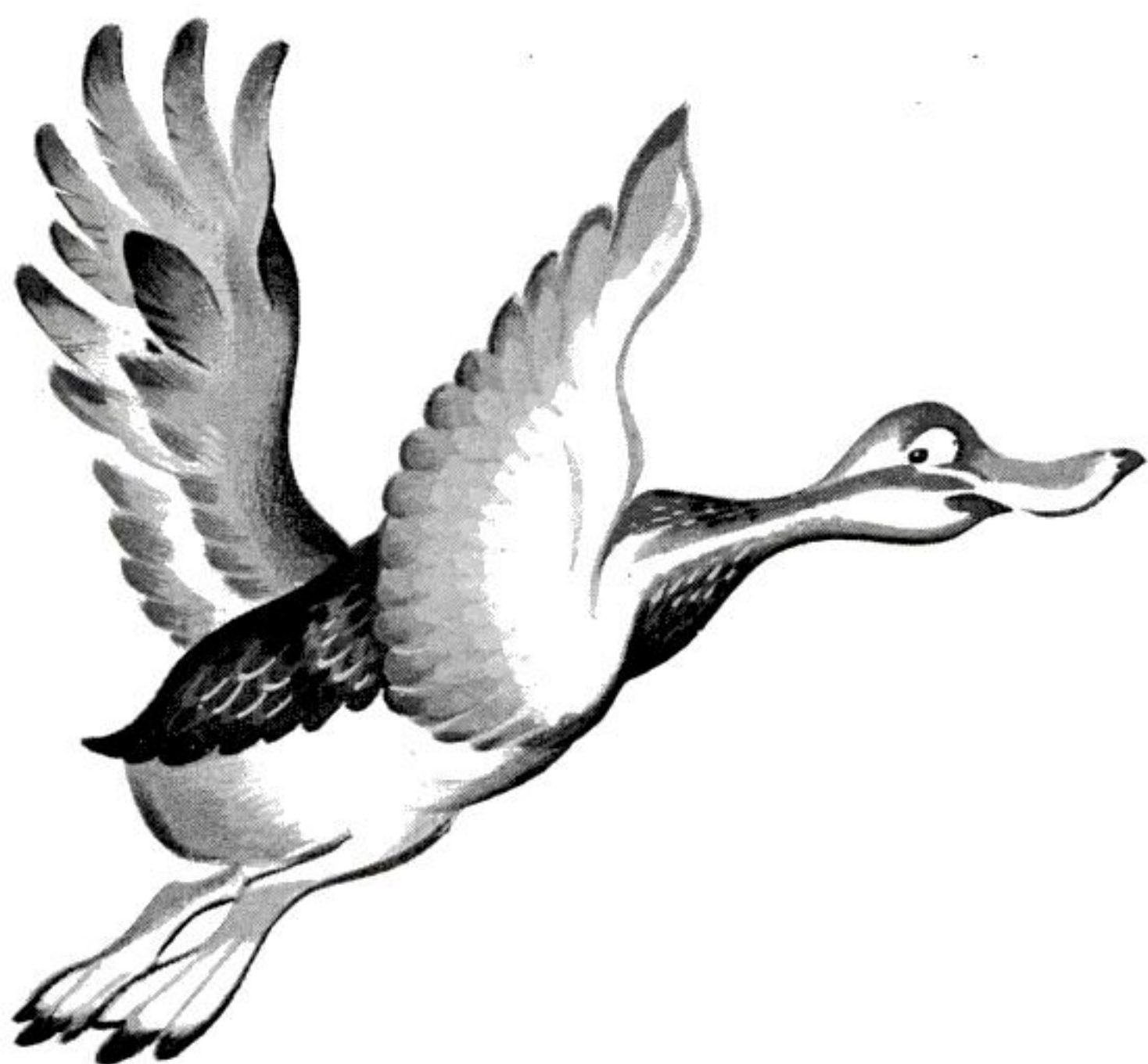


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**—and there is a powerful difference, too,
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before you spend it*

***IF** you want to know exactly what you're
getting when you buy sheets*

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three grades may be listed this way:

- 1. THE 128-COUNT SHEET.** This is a muslin sheet with 128 threads to the square inch, the least expensive good sheet you can buy.
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Pepperell, one of the country's leading manufacturers of sheets, makes all *three* grades. Obviously, Pepperell has no axe to grind in suggesting that you buy one or the other of them. However, from long experience and repeated laboratory tests, Pepperell strongly

believes that one grade represents the best buy on the market. This grade is the 140-count muslin sheet.

In calling for sheets for our armed forces, the government has traditionally requested this grade. It meets rigid U. S. specifications for qualities of wear, comfort, washability, and all-round value.

The *Pepperell* sheet in this grade, known as Lady Pepperell Superfine Muslin, not only averages over 144 threads to the square inch, but those threads are the strongest yarn used in the three grades. Although this sheet does not have the greatest *number* of threads, in test after test of the three standard grades, it has proved the strongest because of the *sturdiness* of the threads plus its wonderful, firm, tight weave. Since sheet strength indicates length of wear, *this* sheet will give the greatest long-term value, although it is not the highest priced.

Thus, it is important to remember that neither price nor thread-count *alone* determines the value of a sheet. The *strength* of the thread used is as important as the number of threads to the square inch in evaluating the sturdiness of a sheet. You get the perfect combina-

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But, if you want the *most* for your money, Pepperell strongly recommends the Lady Pepperell Superfine Muslin (140-count) Sheet. It's not the most expensive sheet you can buy, nor does it have the highest thread count, but in our honest opinion, it's your *best* buy.

PEPPERELL MANUFACTURING COMPANY
BOSTON, MASSACHUSETTS

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Take it with you when you shop for sheets. This explanation of how sturdiness and wear depend on the strength of the thread used in a sheet as well as on number of threads to the square inch will help you choose the type of sheet that's best for you.

NEW G-E RADIOS lead a double life!

Indoors!



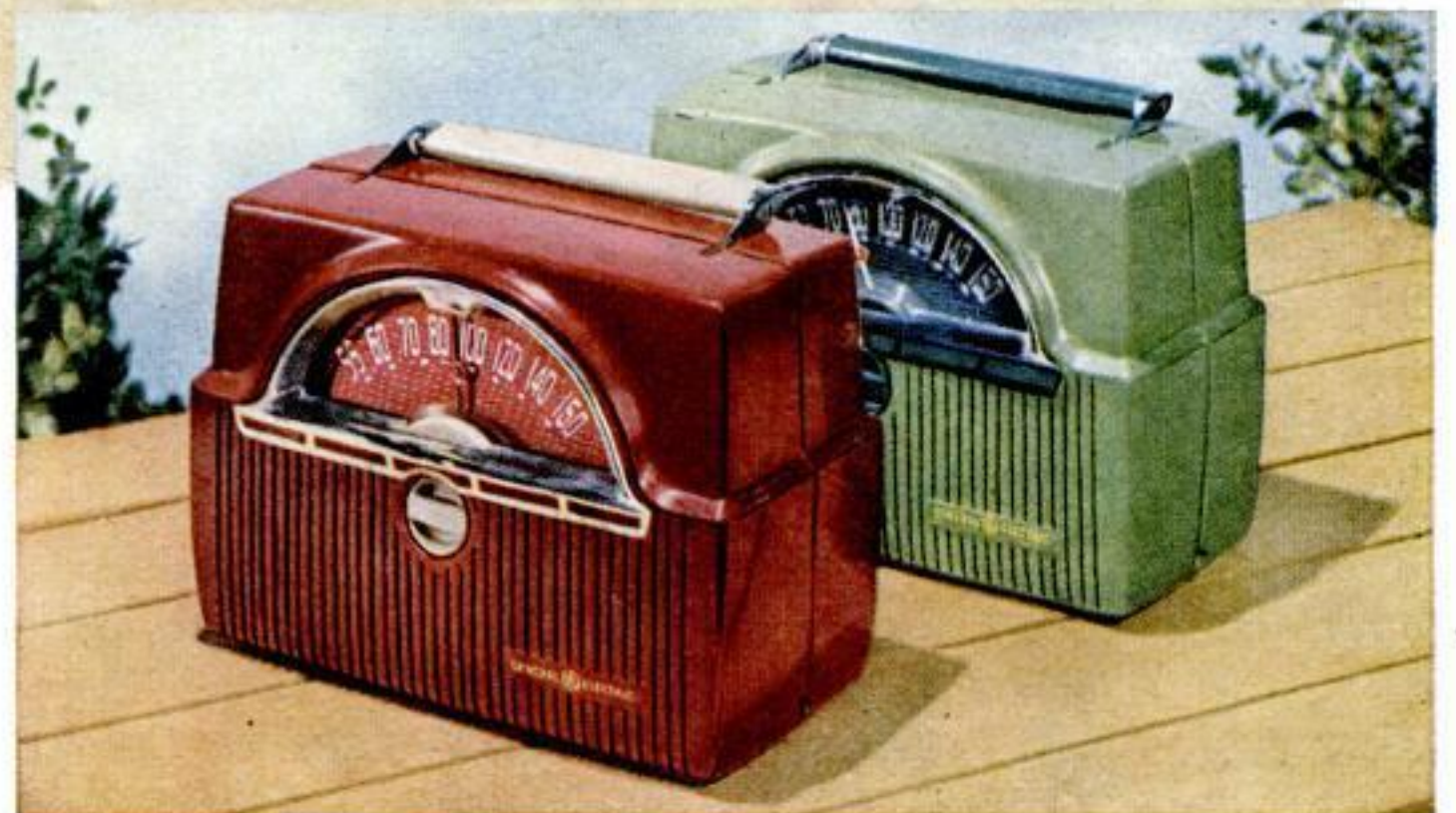
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"All year"
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● **A masterpiece!** Weighs only 5 lbs. with batteries! Exclusive dual dial for easier tuning upright or as table radio! AC, DC, batteries. Burgundy red (Model 605) or Cactus green (Model 606) **\$36.95***



Now! Get twice the usefulness, twice the enjoyment with this great, new General Electric radio! Outdoors it's a handsome easy-to-carry portable that gives you powerful big-set performance at the beach, picnic... in your own backyard! Indoors, a smart table radio with full, rich tone for your living room, bedroom, kitchen! Operates on either AC, DC or long-life batteries! New dual dial for easier tuning! See it! You'll love it! And if you want extra power for hard-to-get stations see G. E.'s new super-powered "all-year" portable! New G-E dial lights up on AC or DC. Which ever you choose, you get the proven dependability of General Electric!

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● **DELUXE SUPER-POWERED "ALL-YEAR" PORTABLE RADIO!**

It's General Electric's finest indoor-outdoor radio! Super-powered to bring in hard-to-get stations! Superb performance on AC, DC or its own batteries. Has the new, exclusive G-E dial which lights up for easy, accurate tuning when played on house current! Your choice of Burgundy red (Model 610) or Cactus green (Model 611) only **\$46.50***

*Less batteries. Prices subject to change without notice, slightly higher West and South.

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Your United States Army's Transportation Corps, working efficiently around the clock, right up with the combat troops, keeps the supplies rolling over those roads that stretch back from the front . . . through railhead and port, bridgehead and beachhead.

Trained to deliver the goods where needed, these men exist for one purpose only: to move the American soldier and the tools and supplies for his job. They are proud to wear the uniform of your United States Army . . . the uniform known around the world as *the mark of a man*.

The men of the Army need the help of every qualified American . . . they need your help. Visit your U. S. Army and U. S. Air Force Recruiting Station *now* . . . they need you!

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THE MARK OF A MAN!

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KLING



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Meeting Military Needs. Thousands of miles of private line networks have already been provided for military needs. Long Distance as well as local telephone facilities are

also being built and installed in record time for military bases and training camps all over the country.

Arms and Radar Leader. The Nation's largest producer of gun directors, radar equipment, radio and telephones for military use during the last war was the Western Electric Company, manufacturing and supply unit of the Bell System. Western Electric and Bell Laboratories completed over

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Whatever the job, the Nation can depend on the telephone and on telephone people to help get it done.

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'I can make you a Champion!'



'We can use a Champion!'

The things she had to do...
the lies she had to tell
...the love-affair
she had to hide
...these were the price of fame
in the Big-Time sports Racket!

THE FILMAKERS *present*

HARD, FAST! *and* BEAUTIFUL!

AN IDA LUPINO PRODUCTION STARRING
CLAIRE TREVOR • SALLY FORREST

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is the RIGHT way to—

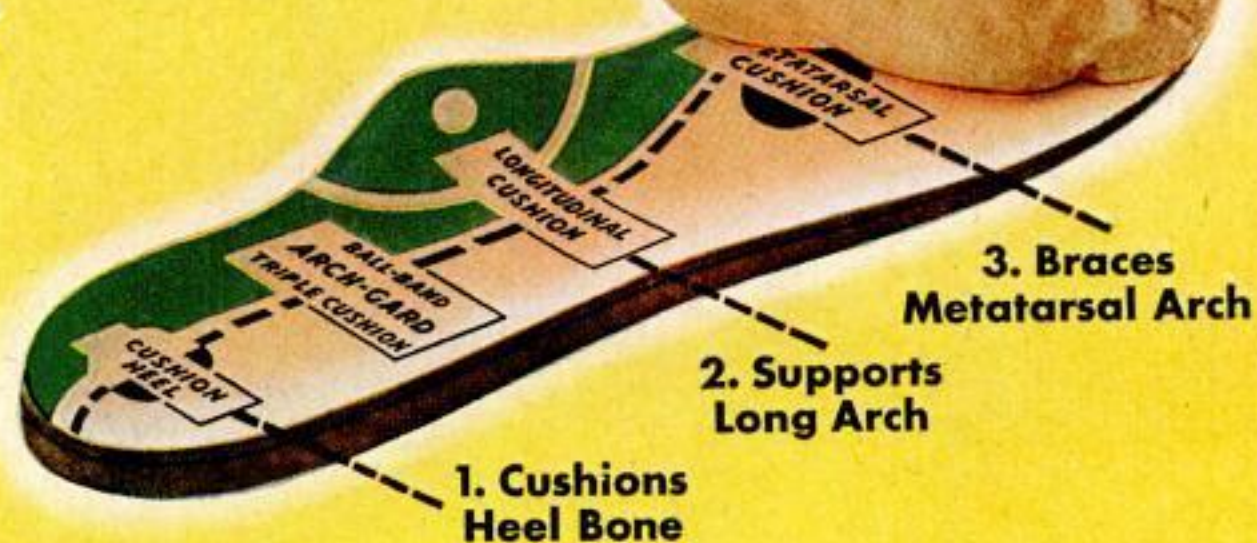
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All 3 Vital
Points



Ball-Band Arch-Gards protect your feet at all 3 vital points to give you the staying power you need to win.

And Arch-Gard is the right way

to real value—BALL-BAND Value

—in sport shoes. With the good looks,

smooth fit, and long wear you expect of

BALL-BAND, Arch-Gard shoes also give you

scientific 3-point suspension for foot health. They

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Men's and boys' sizes
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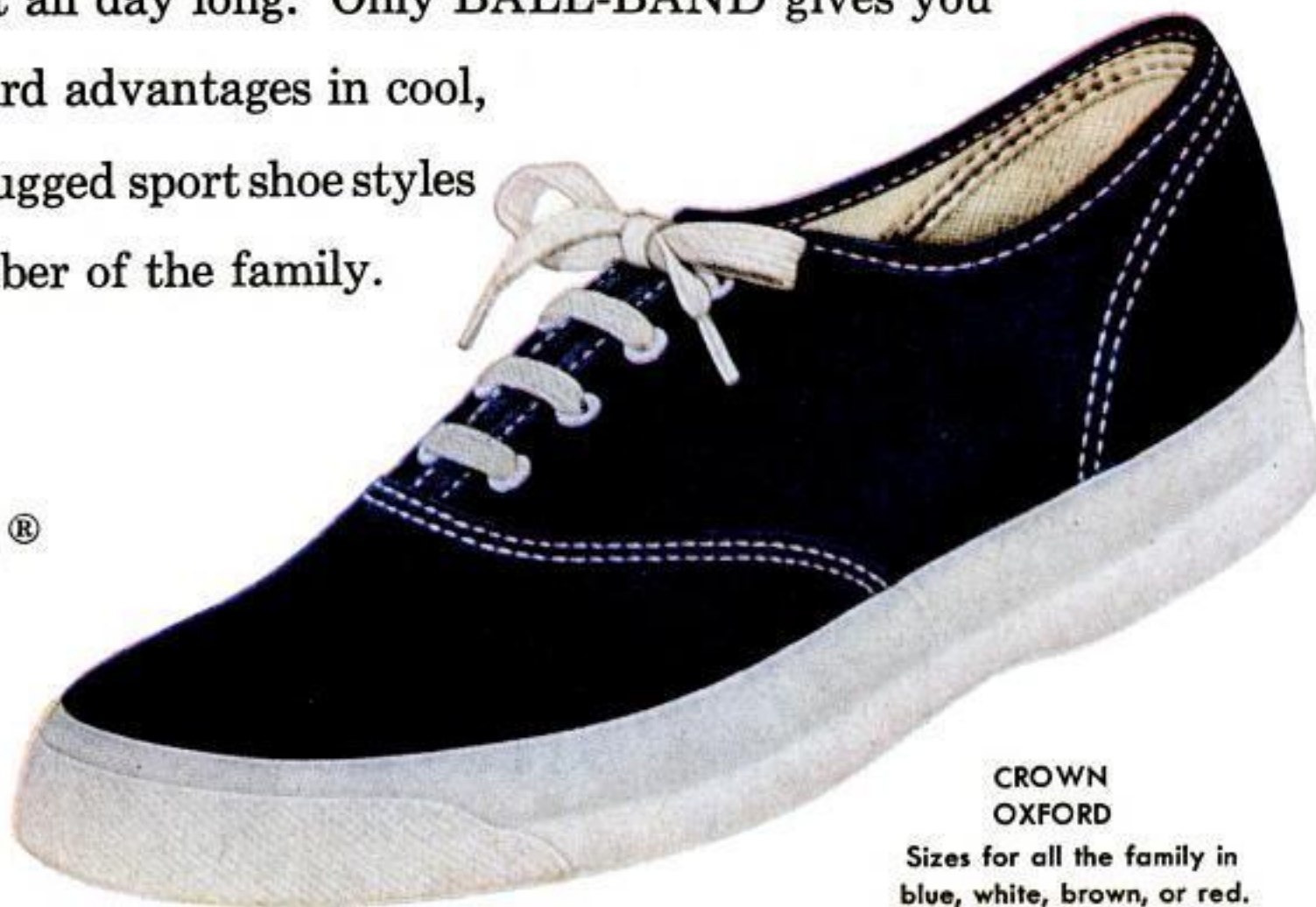
Look for the
RED BALL
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Sizes for all the family in
blue, white, brown, or red.

"Sure feels good to have money left over"



"And it's some change from a few weeks ago! My Tom's a good, steady wage-earner, but trying to feed a growing family is a headache these days. I plodded from store to store, buying the 'specials' they offered . . . but it didn't make much difference in the *weekly* food bills. Then I Test Shopped A&P! Now we eat better and have money left over! Why don't *you* Test Shop A&P? See what you save!"

Test Shop A&P

Save more...more easily. Get hundreds of items priced low every day—not just a few "specials."

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... over 3,000 different items of food in your A&P Super Market! All the makin's for countless menus . . . all reasonably priced!



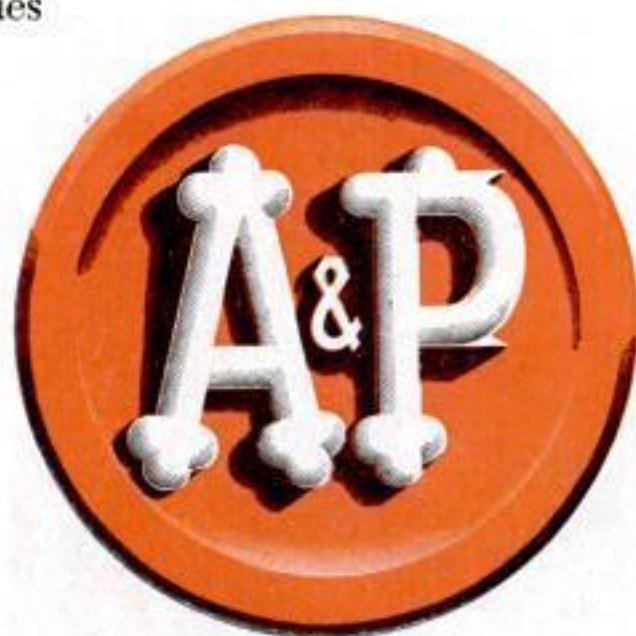
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... scores of low prices in A&P's newspaper advertisements every week . . . and hundreds of other wonderful values in your A&P any day you shop!



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... A&P stamps the low price on every item . . . as well as on the shelves. You *know* just what you're spending . . . and saving! You get faster service at the checkout counter, too!



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A&P's PRICE POLICY

Store-wide low prices on hundreds of items every day . . . instead of just a few "one-day" or "week-end" specials.

We believe this policy helps our customers save more money.

With the correct price marked on every item, plus an itemized cash register slip . . . you know what you save at A&P.



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POWERFUL, PORTABLE, 2-BEATER MIXER

Here's an electric mixer you'll use as often and as easily as your kitchen spoon. Lightweight, fits the natural grip of the hand, yet it has more power per pound than any other electric food mixer in the world.

With the OSTERETT you can mash potatoes on the range—beat an egg in a cup—or mix a heavy cake batter—in fact, it does every food-mixing job quickly and conveniently. Its 8-foot cord reaches easily from the table to stove or sink.

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LIFE'S REPORTS



UNCLE MILTIE YAWNS AT IT ALL

NAGS' NAMES

"Uncle Miltie" isn't bad compared to some

by ERNEST HAVEMANN

If you read the sports pages, you must have noticed the weeping, wailing and gnashing of teeth this spring about a race horse named Uncle Miltie. It seems that Uncle Miltie, an unfashionably bred colt whose mother was worth only \$600 and whose father was never even allowed to talk to the better mares on the farm, had turned into one of the promising 3-year-olds of the season. The sportswriters were aghast at the thought that a colt bearing such a name as Uncle Miltie might win the Kentucky Derby. As a writer in the *New York Times* put it, great race horses are supposed to have names that "ripple resonantly off the tongue"—and the case of Uncle Miltie was enough to set all bygone breeders of horses to "spinning in their graves."

Well, I note that Uncle Miltie has now been pulled out of the Derby. Could this possibly be because of his ugly name? I doubt it, especially after delving into the *American Racing Manual*. Owners have understandably been naming foals for a great many years, and the results, quite as understandably, have at times been picturesque, not to say outlandish. Since reviewing some of the more colorful of these race-horse names has long been a favorite exercise of these same fellows on the sports pages, they

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give your hair that "JUST-COMBED" LOOK

...all
day
long



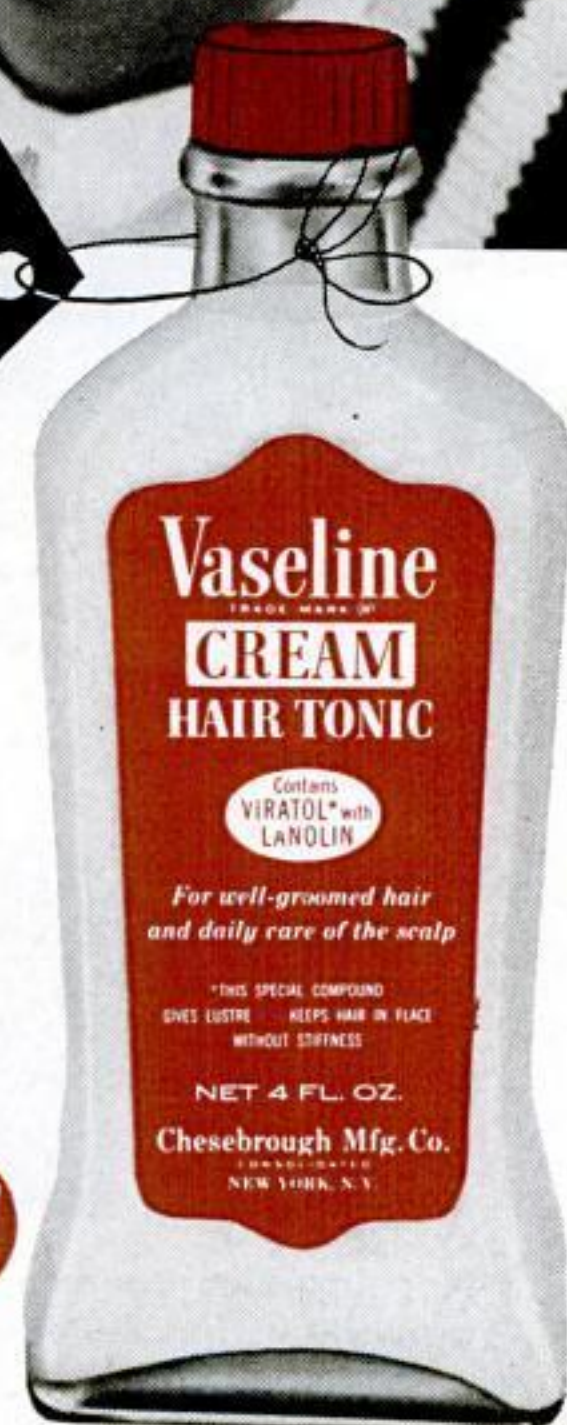
Wonder-working
Viratol*
does the trick!

Ever hear of VIRATOL?

It's a special new compound which makes hair look and feel natural—and keeps it in place for hours and hours. Only new 'Vaseline' Cream Hair Tonic has it!

Try this completely new hair tonic tomorrow morning. You'll be surprised how that natural, fresh-combed look stays on and on!

New 'Vaseline' Cream Hair Tonic contains Triple-A Lanolin, too . . . homogenized for easy flow. Get a bottle today—you'll be mighty pleased with it!



Vaseline

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CREAM HAIR TONIC

* A special compound (with lanolin) that helps keep hair in place . . . gives it natural lustre.

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cons'd

There goes
the DIRT



fast!



Nothing like Boraxo to get hands *cleaner quicker!* Its special Borax-soap formula whisks away every last trace of deep-down dirt in no time flat... even the grime around fingernails—making it a real boon to women with industrial jobs! What's more, it's as kind and gentle as fine toilet soap. It's easy to see why Boraxo is the family favorite... why Mother wisely keeps a couple of cans on hand always... one in the kitchen, one in the bathroom. Get Boraxo in the regular size or *money-saving* one-pound can.

**BORAXO GETS
OUT DIRT PLAIN
SOAP CAN'T REACH!**



When your hands get dirty (and busy hands do!)...



Pour a little Boraxo in your moistened palm...



And presto! Hands are clean as can be in 30 seconds!

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT

LIFE'S REPORTS CONTINUED

ought to know better than complain about Uncle Miltie. I'd like to get into this game of theirs just long enough to point out what I mean.

A glance at the records of the Kentucky Derby makes Uncle Miltie sound pretty poetic by comparison. As far back as 1880 the race was won by Fonso. Other horses that have won or finished in the money include Azra, Himyar, Falsetto, Lelex, Florizar, Sannazarro, Jock, Toro, Panchio, Flamma, Gowell and Isabe—the last two being the kind of overly cute combinations of words ("Go well" and "I see a bay") that clutter all the racing records. In 1932 the third horse was Stepenfetchit, named after a comedian of much less talent than Uncle Miltie. The Belmont Stakes, another of the big races for 3-year-olds, has been won by Harry Bassett, Joe Daniels, George Kinney, Joe Madden and Luke McLuke—as well as by a colt called Faireno which must have been named after a breakfast cereal.

Another important Belmont stake, the Ladies Handicap, has an even stranger sounding list of winners. This is because horsemen, far from exercising the ingenuity claimed by the sportswriters, feel that a lady horse can be appropriately named by selecting any combination of letters, however unlikely or unphonious, and adding an "a" to denote the feminine gender. Thus the Ladies Handicap has been won by Olitipa, Idalia, Ferida, Naptha, Nahma, Salvestra, Stefania and Athenia. It was also won, in 1903, by a filly named Girdle; a good thing there were no radio stations in 1903 or the jokes would have been awful.

For the horses which have been racing the last few years, many of the names seem to have been selected in the same spirit and with the same unfortunate results as the names of summer cottages. The summer cottage people at least have the excuse that they were tired from the long winter and made giddy by the first breath of fresh air. But what excuse do the horse owners have for such names as Ainthatawful, Ataman, Au Phil, Better No Bet, Bones Aparte, Born to Win, Breakheart, Bar-Gan King, Blesurheart, Callmedear, Cantrun, Chickenonfenc, Comcatchme, Cumonover, Dare He Is, Dash for Cash, Doon Well, Dutel, Earn Au Plenty, Ever Smokin, Ever Wingin, Ever Zoomin, E-Z Run, Fairanfit, Follow Me Home, Go Jeep Go and Go On Jo—just to start through the alphabet? (By not continuing, we are spared such names as R-U-Kiddin and Wassermatter; the Rs and Ws get really brutal.)

CONTINUED ON PAGE 12

Hey, Dad!
Your CAR'S
in good shape
... how about
my
BIKE?

A bicycle—like an auto—rides better and easier when it's in perfect condition. Help your youngster to healthy exercise, to smo-o-ther riding as "champ of the block!" See your Rollfast repairman for a bicycle check-up *this week*. Demand genuine Rollfast parts and accessories. They fit most bikes.



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Made by HARRIS since 1895

SEND COUPON for FREE Rollfast Kit, including bike pictures of movie stars, colorful catalog. See the exciting complete line of wonderful Rollfast Bicycles for boys and girls at your local Rollfast dealer.

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WHERE'S YOUR
SMILE?



See how
it pays
to nourish
**EVERY
INCH**
of your dog

EYES
Clear

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YOU CAN SAVE UP TO 60%
by feeding **GAINES MEAL**—the food that nourishes **EVERY INCH** of your dog!

GAINES—America's largest-selling dog food—is a tasty meal so packed with nourishment that it costs less than *half* as much to feed as canned dog foods.

CAUTION!

Your dog needs a balanced meal—rich in meat protein!

Gaines provides your dog with ample meat, milk, and fish proteins, as well as the necessary carbohydrates, fats, vitamins, and minerals to nourish **EVERY INCH** of him. Meat alone is insufficient to keep your dog in the pink of health.

**IT'S LIKE
GETTING ABOUT
5 LBS.
AT NO COST**

**when you buy the
big 25-pound bag**

Yes, you can save 20% or more on the large sizes! Compared with smaller packages, your saving on a 25-lb. bag can amount to getting about 5 lbs. at no extra cost—and on the 50-lb. size you save even more...

**AVAILABLE WHEREVER
DOG FOOD IS SOLD!**

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*America's Largest-Selling
Dog Food*



No more sighs about your thighs...with

MOJUD *Thigh-Mold*® Stockings

NOW IN 60 GAUGE, TOO!

- They fit your thighs whatever their size. And now, America's most famous walking stocking becomes a glamour stocking, too! The Thigh-Mold strips flex as you move, hold seams straight, make garter runs taboo.
- Discover these wonder-wearing, beautifully sheer nylons today.
- Mojud-muted permanently dull finish. Proportioned leg sizes...in afternoon and dress-up sheers.

THE THIGH-MOLD STRIPS
DO THE TRICK ★



- ★ THE THIGH-MOLD STRIPS
- yield to your size
 - stop garter runs
 - absorb strain
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MOJUD® *stockings*

• REMEMBER, THERE'S LOVELY LINGERIE BY MOJUD, TOO

At fine stores everywhere. For nearest dealer, write to Mojud, 385 Fifth Avenue, New York 16, N. Y.

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LIFE'S REPORTS CONTINUED

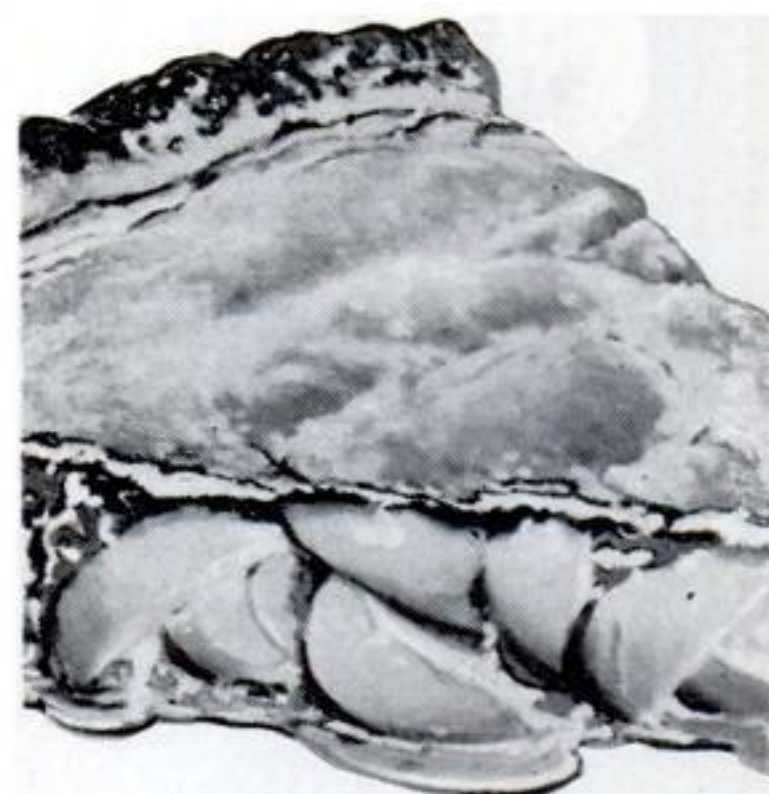
A psychoanalyst—and it is interesting that there is not a horse of that name too—could probably learn a great deal about horse-racing people just by thumbing through the names. In case one of them is interested I can offer a few observations, strictly from the layman's point of view, derived from my own study of the record books. In the first place the horse-racing people have an extraordinary interest in food, which I understand is always a sign of frustration, anxiety and guilt feelings. When the Dinner Gong announces the Dinner Hour, they have many a Dinner Guest, seeking a Free Meal, at their Dinner Party. (All this, of course, after a Lunch Date or at least a Lunch Quest and in some advanced cases a purely Liquid Lunch.) In a pinch they will settle for Just-as-nack, like Boiled Brisket or Burnt Toast and Canned Goods. But the typical horse owner seems to be a Gourmet who likes to dress up in his Soup and Fish and have the whole works: Noodle Soup, Pea-Soup, Chicken Pie with plenty of Peppern' Spice, a Potato Cake with lots of Brown Gravy or even something Under Glass. Some of the Southerners, naturally, prefer a Fish Fry or Pot Likker. But they are all fond of desserts, including Charlotte-russe, Rice Pudding, Chocolate Roll, Lemon Pie with Meringue, Frozen Dainty, Doughnut (especially Sugar Doughnut), Apple Turnover, Fudge Cake, Cherry Cake, Pound Cake, Rice Cake and Rum Torte, followed of course by Hot Chocolate or a Demi-Tasse with Cream, set off by a good Cigar.

The breeders are also, possibly because of the tension involved in inventing all these clever and resonant names, fond of drink. Sometimes they prefer a Pick Me Up, consumed with happy shouts of Mudinyoureye. They like Champagne, Schnapps and Real Bourbon, and among their favorite cocktails are Side Car, Scotch Mist, Whiskey Sour and Rob Roy. Some, being in more of a hurry, order a Double Bourbon or Double Brandy. Others even like Brandy Punch although this is likely to lead to a Big Head along about Five A.M. They like White Wine, Scotch Wine, Port Wine, Trojan Wine and War Wine, whatever that is. They sometimes buy their supplies One Pint at a time, or by the Fifth, but it is not uncommon to purchase a whole Casorye. It would be pleasant to report that they all drink like gentlemen, but the record indicates that occasionally one of them will get Half Shot, Half Lit or even Hiasakite.

There seems to be a good deal of sex mixed up in the picture, although in what way would be

My, what a Pie!

and what a
cinch to bake



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Fresh Apples Sliced for Pie



No Peel • No Core • No Waste

Same Blue-Ribbon results every time!

Send for free folder of 11 apple recipes.

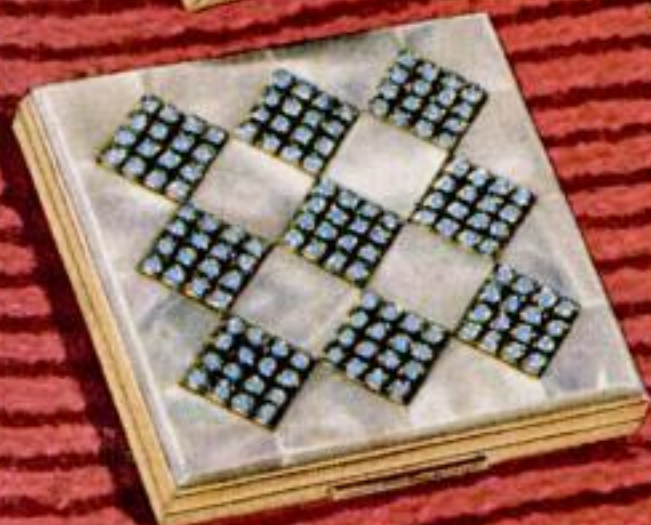
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Newark, New York

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Unique, practical, distinctive... the O-Matic... combination cigarette case and automatic lighter.
1394/042



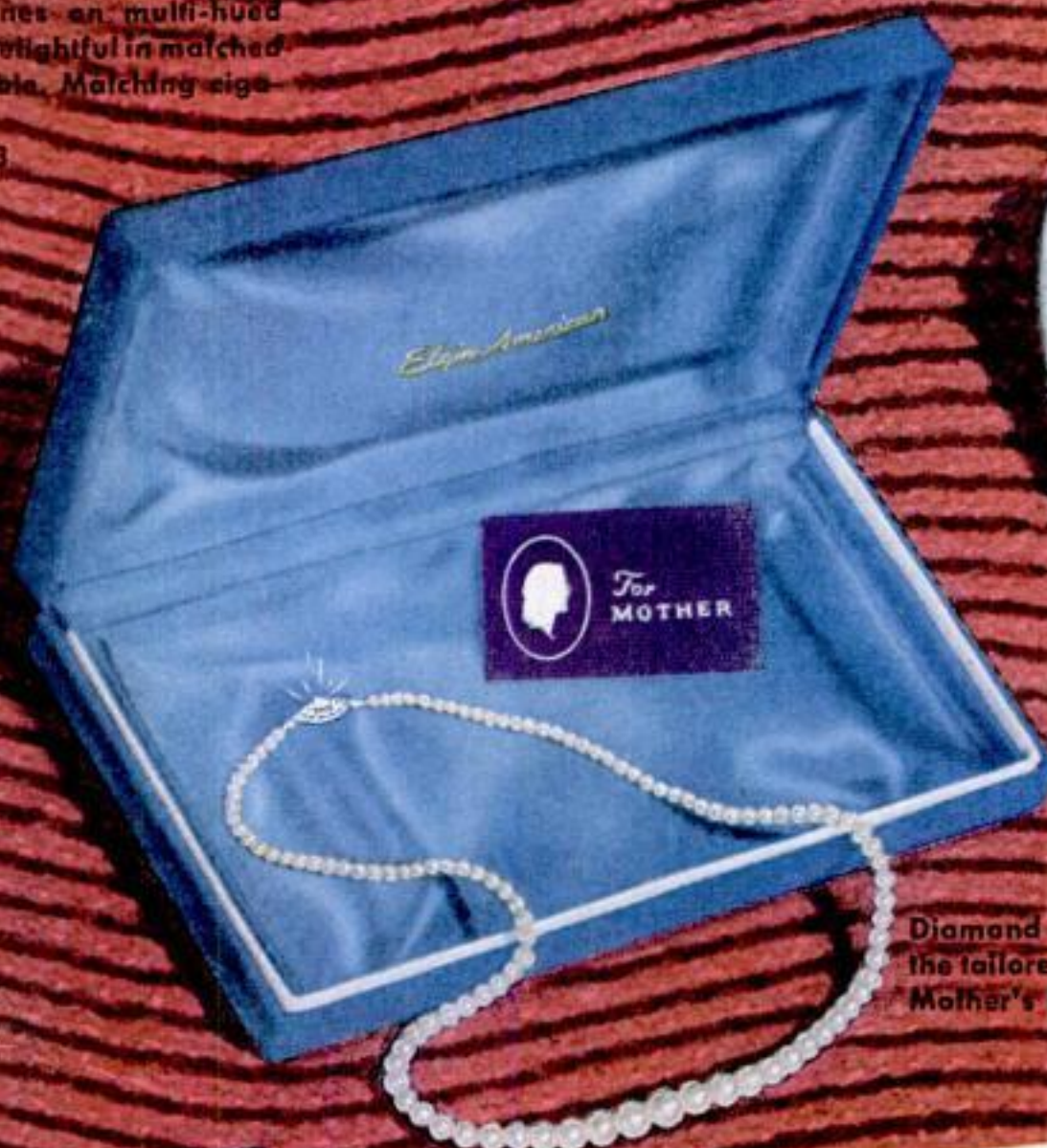
Delicately cut, hand-set stones on multi-hued mother-of-pearl... doubly delightful in matched compact and lighter ensemble. Matching cigarette case available.
1794/423



Three gifts in one... exquisitely matched compact, cigarette case and lighter with engraved "Family Tree" design.
2613/014



The "Silver Slipper"... luxurious hand-engraved, sterling silver compact... with black satin evening case.
1354/504



Mother's own birthstone cleverly head-set in exclusively designed clasp. May Birthstone Compact Illustrated.
1290/205



Exquisitely versatile fashion original... to wear in more ways than one. Extra clasp provided for choker so that removable ornament may be worn separately or as choker.
2034/CO

Queenly elegance... carefully matched simulated pearl choker with Paris design, sparkling rhinestone and pearl ornament.
2036/CO

Diamond set in 10 kt. white gold clasp accentuates the tailored simplicity of this single-strand necklace. Mother's Day card enclosed.
6/17

Mother will hold any of these beautiful gifts dear to her heart... in the special place reserved for treasured memories.

For these are lasting, living expressions of the countless words you want to say on Mother's Day. Give her an enduring tribute—the well-deserved compliment of an inspired gift by Elgin American.

MASTERPIECES BY

Elgin American

ALSO SEE American Beauty GIFTS styled by Elgin American THE COMPANION LINE FOR THE THRIFTY PRICED FROM \$2.95 UP

ALL ELGIN AMERICAN SIMULATED PEARLS ARE PACKAGED IN GIFT PRESENTATION BOXES

Elgin American gifts are priced to fit every purse, five to five hundred dollars

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He looked tomorrow straight in the eye

SOMETIMES I wish that Tom Jefferson were here to talk things over. I think he'd know what is on my mind.

Tom lived in a time of trouble, just as we do. He knew war and the threat of war, and that unquiet sense of a nameless dread in the air. He knew what it means to go to bed at night never knowing if the things you care about will still be there in the morning.

And yet, if I read my book right, nobody ever saw Tom worried. Nobody saw him scared. Nobody saw Tom anything but cheerful about the way things were going to turn out.

I think of those uneasy years when Tom and other men of the Colonies were wrestling with an appalling decision: whether the people of this country were ready to stand on their own feet. We know now how right their answer was—but what made Tom so sure, back then?

I think of Tom as our first Secretary of State, easy and confident that his new little republic could hold its own in the world. How did he know, back then?

And I think of Tom in the White House, facing problems day and night that could mean disaster for a young country, and never doubting the outcome at all.

I think I know why Tom was sure.

Tom had a feeling about the people of this country. He felt that God put good stuff in them, and that freedom brought it out. He never doubted for a minute that in the plain, everyday, self-respecting, unbossed men and women of America there would always be strength enough, and wisdom enough, and courage enough to handle anything fate might deal out.

And Tom meant me. And he meant you.

That's why, sometimes, I wish that Thomas Jefferson might come striding back today, with his big farmer's shoulders and those mild grey eyes of his—back to the America that was once just an idea in his head, and to the people he believed in though they hadn't yet been born.

I'd like Tom to see that he wasn't wrong.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

CORN SUFFERERS happy over WONDERFUL NEWS!

Best
I ever used!

Tests Showed Exclusive PHENYLUM,
Wonder Drug of New BLUE-JAY
Corn Plasters, Went to Work
33% Faster, Worked 35% More Surely!

When corn sufferers tested new Blue-Jay Corn Plasters with exclusive medication *Phenylum*, three out of four said, "Best corn treatment I ever used, by far!"

Yes, *Phenylum* is the newest, fastest-acting, most effective medication for corns and calluses ever developed . . . the result of years of work by Blue-Jay scientists.

Why not get this blessed relief yourself, now! Ask today at your favorite drug counter for New-Formula Blue-Jay Corn or Callus Plasters containing *Phenylum*!

ONLY NEW
BLUE-JAY CORN
OR CALLUS PLASTERS
HAVE PHENYLUM!



LIFE'S REPORTS CONTINUED

hard for a layman to determine. The records show a significantly large number of names like Boy Friend and Boyish Love; Cherie, Cherish, Coo, Cuddlesome, Cutie and Cuter; Darling Man and Darlinjoy; Image of Love, Love, Love at Last, Love Lock, Love My Gal, Love Seat, Love Sonnet, Love Story, Lover, Lovers Lass, Lover's Moon, Lovi Lovi and Loving Ties. They are full of endearments like Honey Bun, Honey Bunch and Honey Bug, not to mention Sweet Sweet, Pinkey Darlin', Pinkie Pinky, Tootsy Wootsy, Poochie, Goo Goo and Poopsie. Among the Os there is O'Cuddle Me, presumably named by a fervent Irishman; and Oo and Oofno, which must be mating cries. There are frequent mentions of such symbols of constancy as Faithful, Forever Thine and Monogamy. But what would a Freudian make of the dark hints in such names as Another Dame, Hi-U-Babe, Breakaheart, Breachpromise and Triflin Neibor?

I also discover that the breeders don't spell nearly as well as all the recent snobbery about Uncle Miltie would suggest. One horse has been running around misleading young orthography students with the name of Mucilidge, and another with the name of Persnikkity. There is a pretty good stake horse named Inseperable, who ran several races as Inseperable until somebody pointed out the mistake.

So what do you say, you fellows on the sports pages, shall we quit kidding? Uncle Miltie is at least spelled right. You just don't know how lucky you are. There's another 3-year-old this year named Nagbag—how would you like it if Nagbag had turned out to be the Derby favorite?

Besides, guess what horse beat Uncle Miltie last week and thereby became one of the strongest contenders for the Derby? Repetoire, which shows what happens when a horse owner tackles French. Come on, Repetoire! You Canstep; you're Born to Win. It's an E-Z Run and you're Shur Good. You can Fly a Milaminit; so Don't Stop. Puleeze! Pleezwyne!



MILTIE LOSES OUT as he runs eighth (right, rear) in pre-Derby race at Jamaica, L.I. on April 21.

"Look who's at the first tee!"



THEY SURE WERE SURPRISED! I WAS THE GUY WHO WAS GOING TO SKIP GOLF THAT AFTERNOON TO HAVE MY FORD REPAIRED



BUT THE MECHANIC HAD ME OUT SO QUICK, I WAS ABLE TO JOIN THE BOYS AFTER ALL. AND HERE'S THE INTERESTING THING ABOUT IT



THAT MECHANIC WOULDN'T TAKE A BIT OF CREDIT. "NATURALLY, IT WAS A FAST JOB!" HE SAID. "NATURALLY, YOUR CAR'S RUNNING LIKE NEW."



"BUT THAT'S NO TRICK," HE CONTINUED, "WHEN YOU USE GENUINE FORD PARTS THEY'RE MADE RIGHT, TO FIT RIGHT, TO LAST LONGER."



I'D NEVER LOOKED AT IT THAT WAY BEFORE BUT HERE'S SOMETHING I'VE NOTICED EVER SINCE—THAT WHENEVER I SPECIFY GENUINE FORD PARTS, I END UP SAVING TIME, MONEY AND TROUBLE



It sure pays to get service where you see this sign!

(AT ALL FORD DEALERS AND SELECTED INDEPENDENT GARAGES)

NATIONAL CAR
SAFETY MONTH
Check your
Car.
Check Accidents.



Follow your instinct

...let it lead you to a Hoover



Picture of a woman with her mind made up.
She has decided that the name she knows best is likely to be the best buy.

Especially in times like these, people single out certain things and set them quite apart from others that might seem to perform somewhat the same functions.

Among practical things for the home, the Hoover Cleaner is one of those "instinct purchases."

People have come to accept it as the best. And right they are, because the Hoover reputation is built on a solid pyramid of fact (more about this below).

A Hoover, whether it is the Triple-Action upright type or the tank type, is many things to many women.

Some like it especially because it gives a "daisy-bright" freshness to colors—others because it is so easy on the back, so sparing of time. Still others because Hoover Service is always Johnny-on-the-spot, when needed, in all the 48 states and Canada.

But they all agree that a Hoover (years ahead in design today and built for the long, long haul) will be paying dividends in cheerful cleanliness and back-saving ease when a lesser cleaner has been trucked away.

Remember, prices start as low as \$59.95, with the easiest terms allowed by current government regulations.

If your instinct tells you (1) to buy a new cleaner now, and (2) to leave nothing to chance, by all means follow it. You probably know several leading local stores that sell the Hoover. If you don't, turn to the classified section of your phone book. Call for a "no obligation" home showing, or stop at the Hoover demonstration table in the store.

FOR THE MAN WHO LIKES THE FACTS BEFORE HE WRITES THE CHECK

- 43 years of manufacture—oldest and largest.
- More than 9,000,000 Hoovers already sold.
- More Hoovers in use today than any other make.
- 48% of Hoover new sales made on direct recommendation of Hoover users.
- Sold exclusively through leading local stores.
- Most complete line of cleaners in the industry.
- Most complete service facilities in the industry.
- Pioneer and leader in engineering research.
- Top cleaning efficiency . . . proved by independent laboratory tests.
- Endorsed by leading rug and carpet manufacturers for preservation of floor coverings.
- Best-known, best-selling cleaner in 65 countries around the world.



A. *Hoover Triple-Action Model 29* has a gentle but irresistible way of routing dirt. Rugs, draperies, furnishings regain their color vitality. *It beats, as it sweeps, as it cleans* and brightens everything it touches. Converts instantly for above-the-floor cleaning. Model 29 is priced at \$87.95. Cleaning tools, in handy kit, \$19.95. Other Hoover Triple-Action models as low as \$59.95.

B. *Hoover AERO-DYNE Tank Model 51* with Hoover's controlled suction and exclusive "Litter Gitter" nozzle gets *up* all the dirt and litter (*even dog hairs*). Exclusive Hoover Dirt Ejector gets *out* all the dirt without soiling your fingers. Model 51 is priced at \$84.95, complete with cleaning tools in handy kit. Hoover AERO-DYNE Model 41, with Disposable Dirt Bag and cleaning tools, \$69.95.

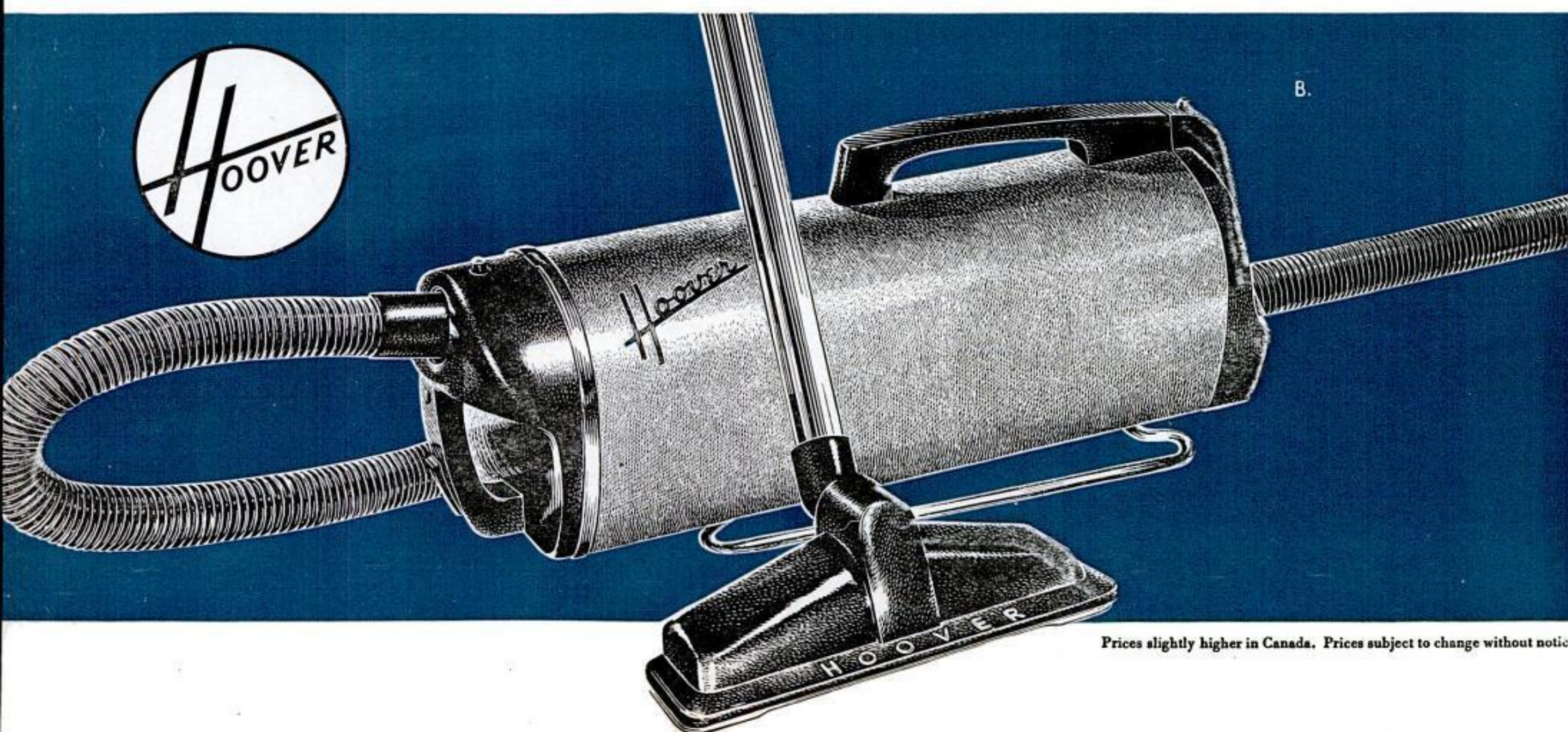
THE HOOVER COMPANY

North Canton, Ohio; Hamilton, Ontario, Canada
Perivale, England

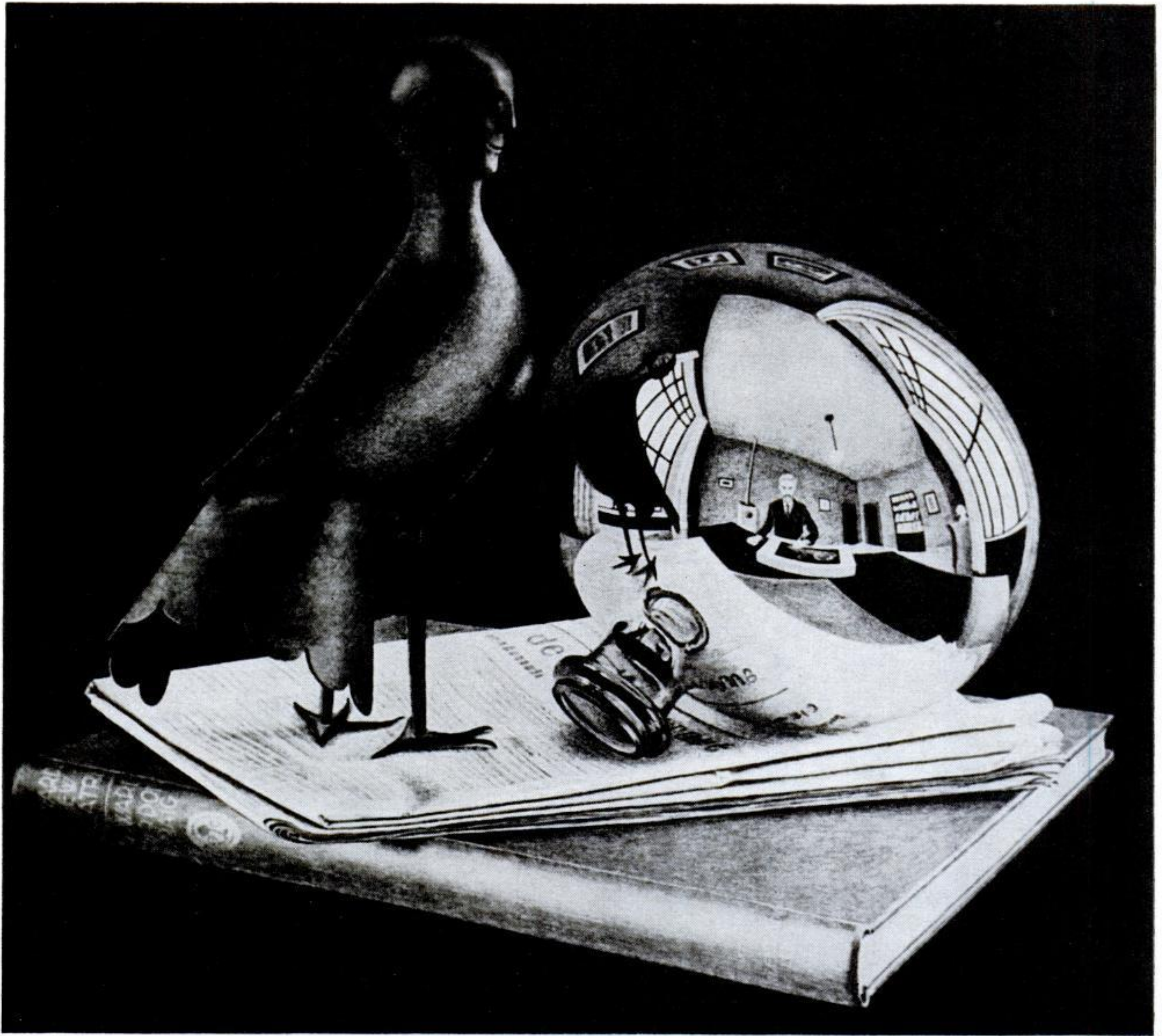
You'll be happier with a

Hoover®

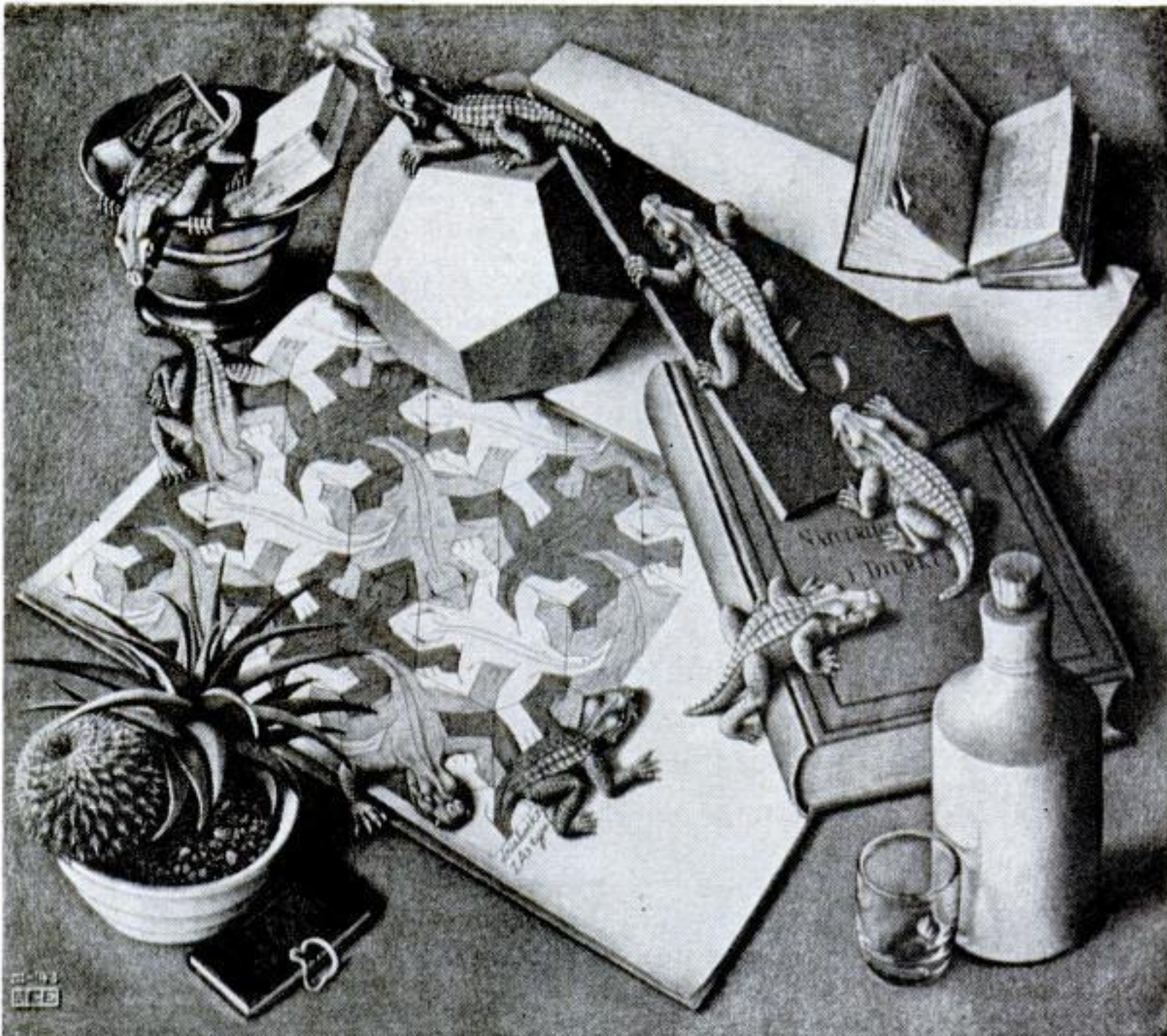
Let your instinct lead you to it



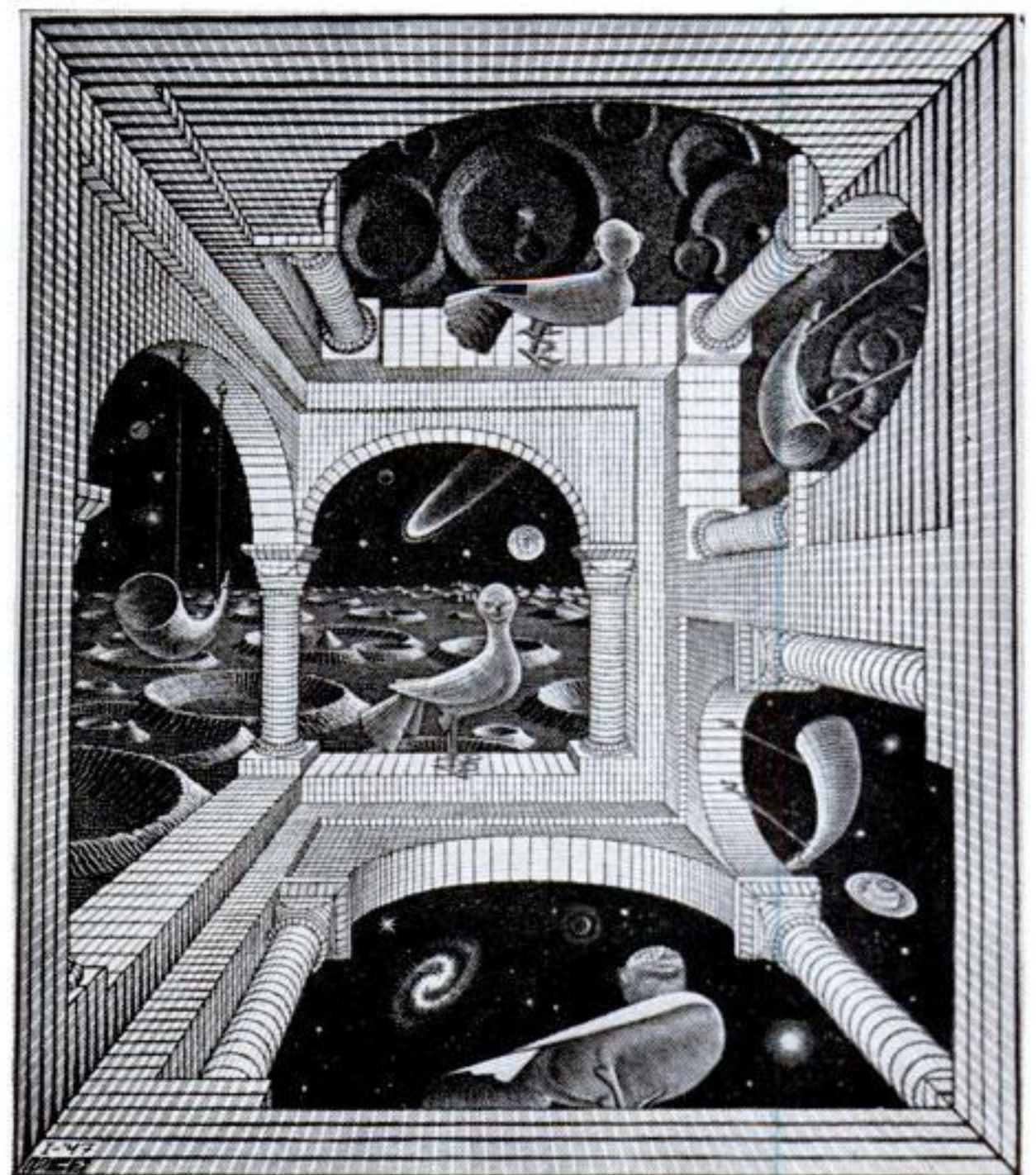
Prices slightly higher in Canada. Prices subject to change without notice.



BALLOON MIRROR reflects the artist in his studio at work on this very same drawing. Persian man-bird appeals to Escher because of its inscrutable expression.



REPTILES emerge from sketchbook as lifelike animals. They suggest the eternal cycle of nature as they crawl over books and cigaret boxes and back again into the lifeless drawing.



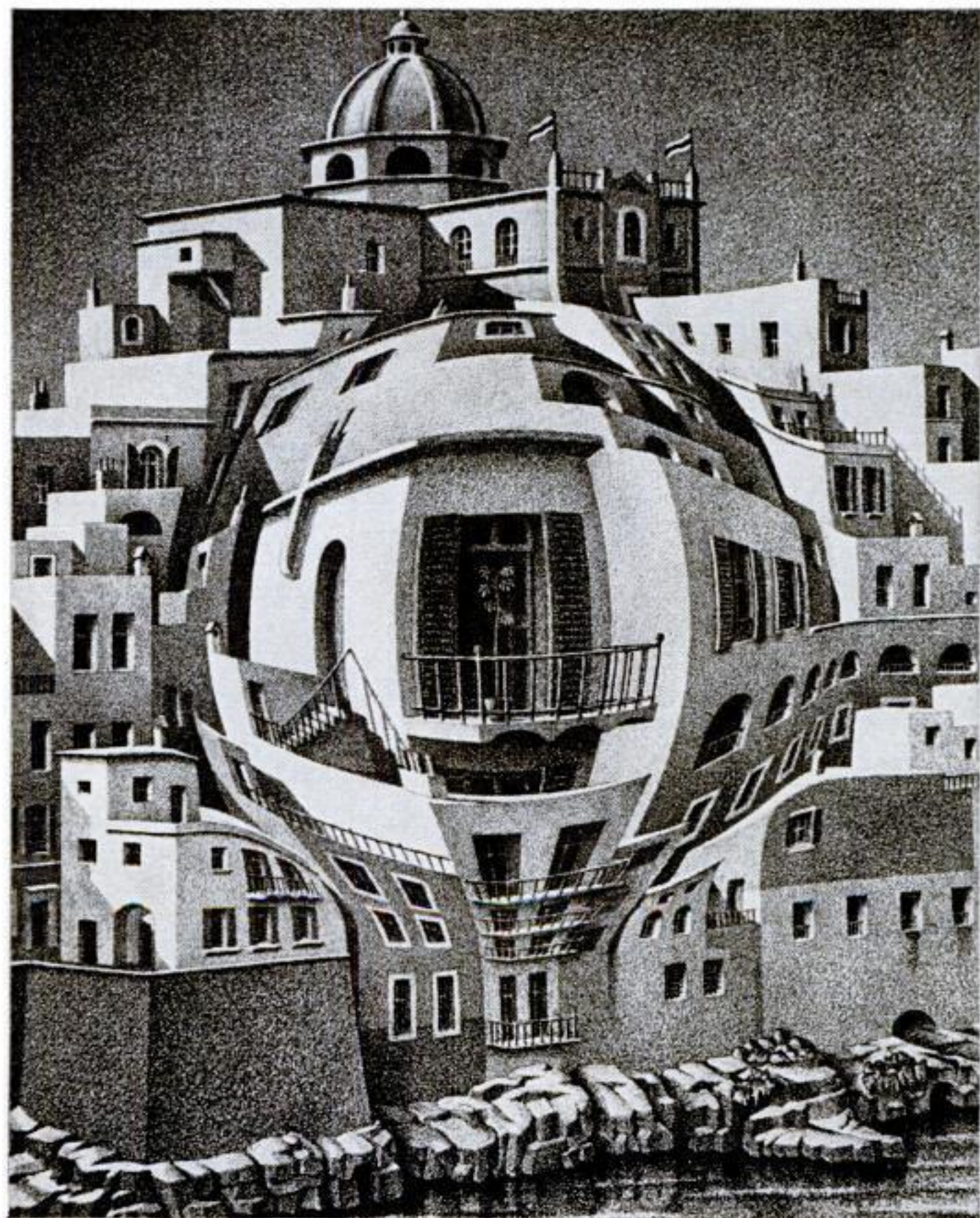
MAN-BIRD perches on balcony which looks out on lunar land from three points of view at once. It is seen from below, above and head on.



SPEAKING OF PICTURES . . .

Artist experiments with perspective to achieve some weird pictorial effects

For 30 years the sharp eyes of the Dutch artist, Maurits Escher (*above*), have sought out the strange corners of Europe, which he has recorded in thousands of drawings. But the most fantastic scenes he has created are those he has visualized in his own mind's eye in his studio at Baarn. Obsessed by the problems of rendering perspective and dimensions on the flat surface of a drawing, he has conjured up weird worlds seen from several points of view at once and incongruous pictures of animate objects turning into inanimate patterns. Where his bizarre visions come from is a mystery even to Escher, who says, "Perhaps it's all due to some primitive instinct."



DOUBLE DECKER view of a tropical street scene is shown in two perspectives. The tiled floor of the house at the top becomes the tiled ceiling of the house below.

BULGING TOWN is Escher's attempt to make his drawing appear to emerge from flat surface. Disappointed, he says it is only "the suggestion of a suggestion."



*There's nothing cooler
than mesh . . . and nothing
stronger than Nylon!
For the lightest, coolest,
most comfortable Florsheim
shoes you ever set foot
into, with all the two-season
wear you expect
from regular summer shoes,
get Florsheim shoes of Nylon
mesh; they're light as a
cobweb, strong as a cable.*

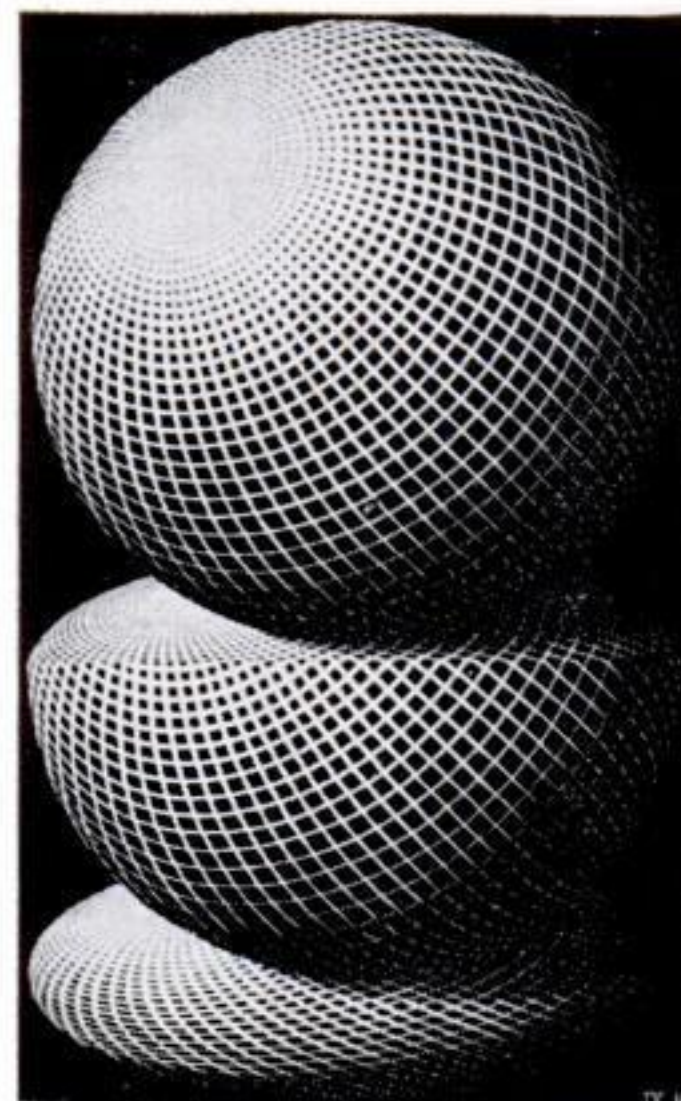
Florsheim nylon mesh ventilateds



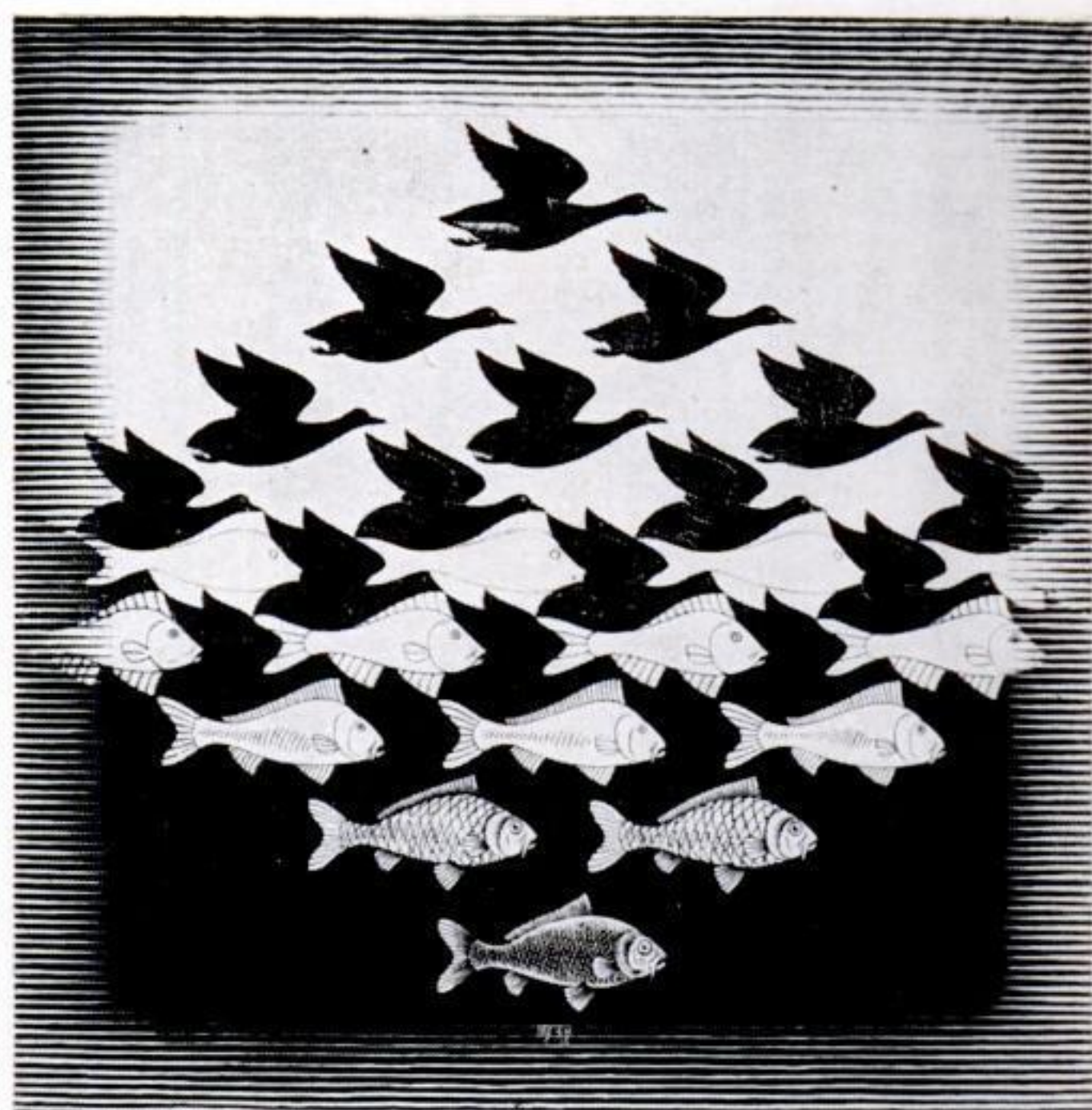
*The KENMOOR, S-1269
calf and nylon mesh
U-wing tip.*

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

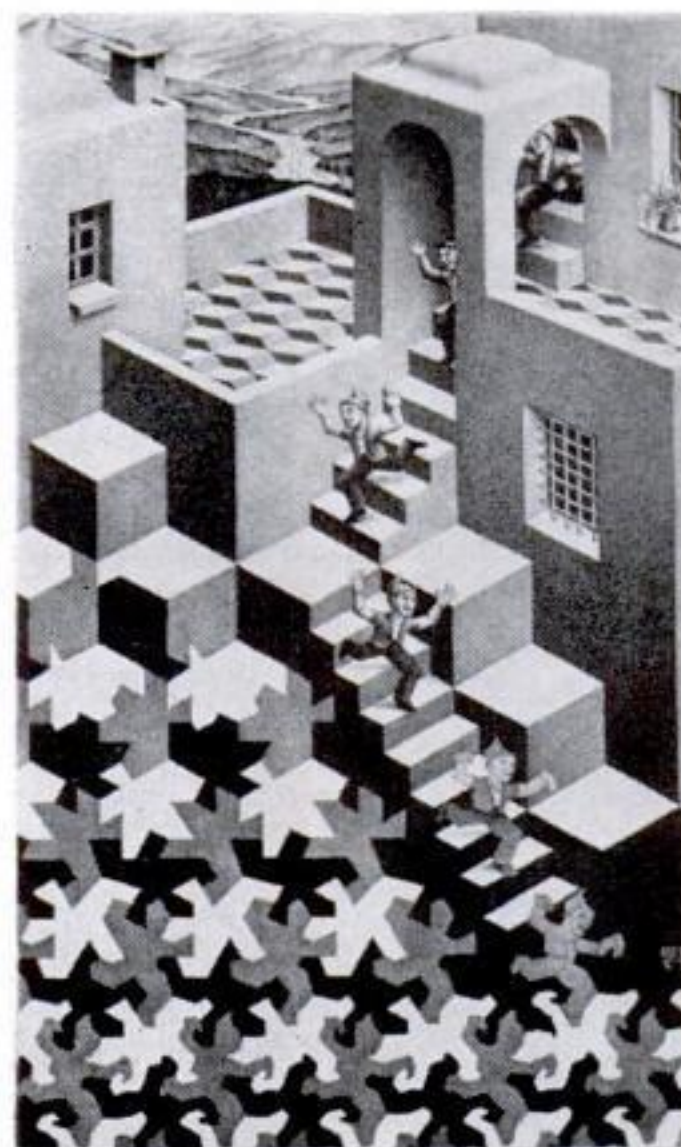
PERSPECTIVES CONTINUED



SPHERE was drawn in three views as if it were being deflated into a flat disc.



FISH AND FOWL in duplicate formation merge into one pattern. Shapes of the birds are gradually formed in the spaces that separate the rows of fish.



RUNNING BOY cheerily turns into tiles which then become part of houses.

BELIEVE IN YOURSELF!



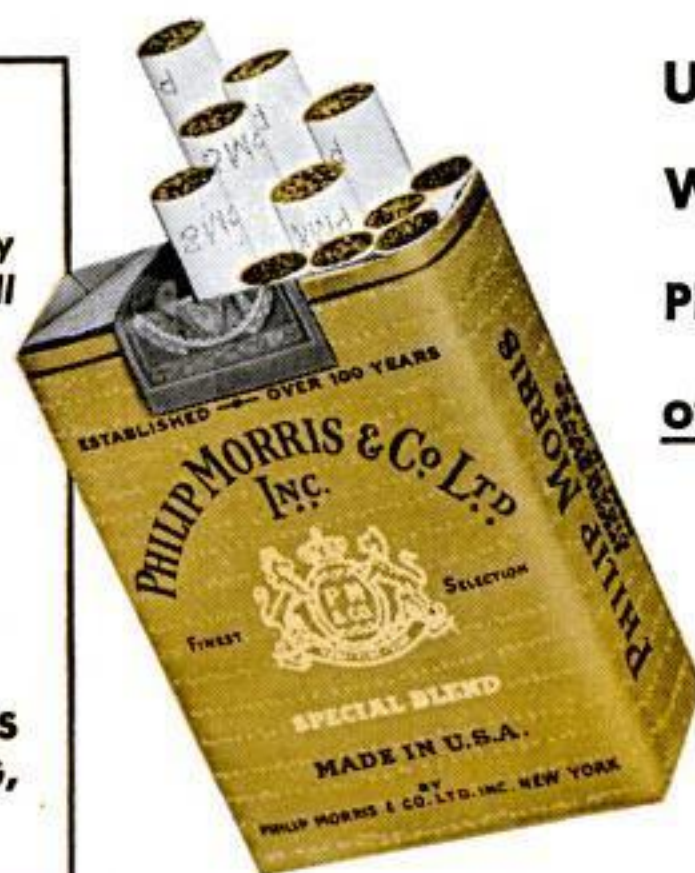
Don't test one brand alone ... compare them all!

TRY THIS TEST!

Take a PHILIP MORRIS—and any other cigarette. Then, here's all you do:

- 1** Light up either cigarette. Take a puff—don't inhale—and s-l-o-w-l-y let the smoke come through your nose.
- 2** Now do exactly the same thing with the other cigarette.

NOTICE THAT PHILIP MORRIS IS DEFINITELY LESS IRRITATING, DEFINITELY MILDER!



Unlike others, we never ask you to test our brand alone.

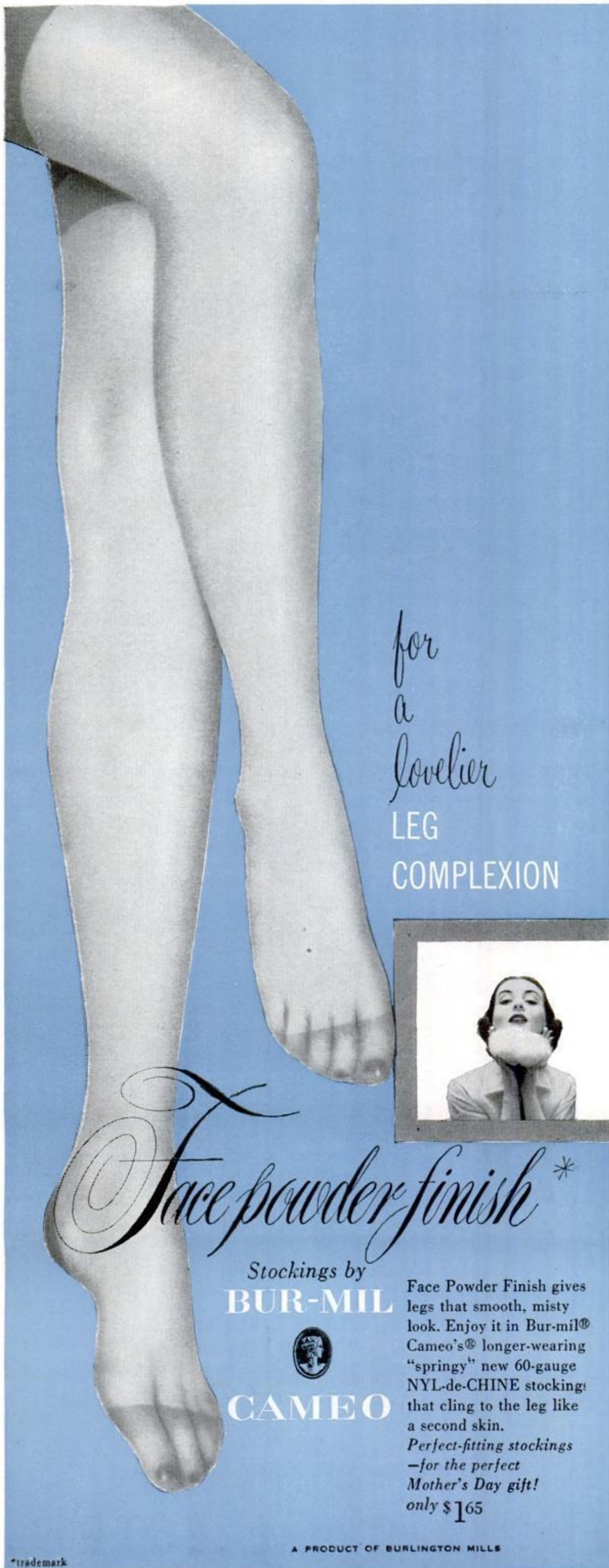
We say . . . **compare** PHILIP MORRIS . . . **match** PHILIP MORRIS . . . **judge** PHILIP MORRIS against any other cigarette! Then make your own choice! Remember

NO CIGARETTE HANGOVER
means MORE SMOKING PLEASURE!



CALL
FOR


PHILIP MORRIS



for
a
lovelier
LEG
COMPLEXION

Face powder finish*

Stockings by
BUR-MIL



CAMEO

Face Powder Finish gives legs that smooth, misty look. Enjoy it in Bur-mil® Cameo's® longer-wearing "springy" new 60-gauge NYL-de-CHINE stockings that cling to the leg like a second skin.
Perfect-fitting stockings
—for the perfect
Mother's Day gift!
only \$1.65

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Cleans
Thoroughly
In One
Application...

Clean

Removes
Loose,
Unightly
Dandruff...

Fitch

Leaves Hair
Soft,
Lovely,
Manageable...

Feeling

Makes Scalp
Feel Tingly
Clean!



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DANDRUFF REMOVER
SHAMPOO

THE REASON: Only Fitch is applied to dry hair undiluted... lathers from the scalp up... doesn't wash dirt in... actually floats out deep dirt. Try it today and feel the difference.

25% to 50% more food space



It's true. Large freezer section holds all the food above. Spacious fresh-food section holds all the assorted food below.



Model LF-10. Most G-E Refrigerators are available with either right- or left-hinged doors. Trim and specifications subject to change without notice.

So many convenience features, too, in the new, dependable General Electric Refrigerators

G-E REFRIGERATORS give you much more storage space than most refrigerators now in use . . . yet they occupy no larger floor area!

When you see the new General Electric Refrigerators we think you will agree that they are the world's finest!

That's because General Electric—only General

Electric—gives you so much of all three:

- 1. SPACE.** 25% to 50% more space for foods than most refrigerators now in use. Yet, they occupy no larger floor area!
- 2. CONVENIENCES.** Many special convenience features that you won't find on any other refrigerator.
- 3. DEPENDABILITY!** No other refrigerator can sur-

pass G. E.'s enviable record for dependability.

Remember this: *More than 2,700,000 G-E Refrigerators with sealed systems are still in service after 10 years. Many as long as 15 and 20 years!*

See your G-E dealer today! You'll find him listed in your classified telephone directory. General Electric Company, Bridgeport 2, Connecticut.

LOOK! SPACE FOR EVERYTHING . . . AND EVERYTHING IS IN ITS PLACE!



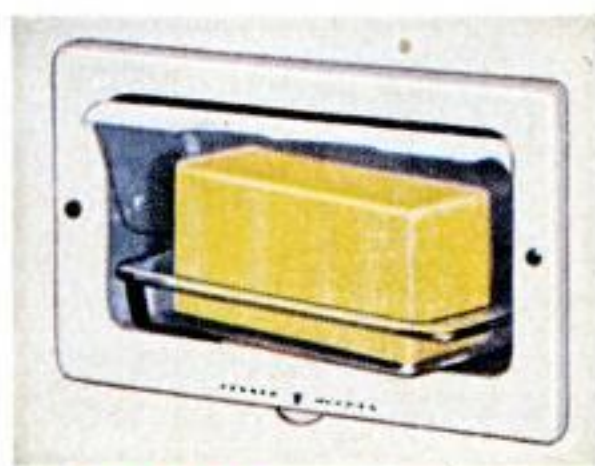
NEW! REDI-CUBE ICE TRAYS!

Pick out cubes singly, and return the rest—still undisturbed in the dividers—to the refrigerator.



NEW! VEGETABLE ROLLA-DRAWERS!

New Rolla-Drawers, on rubber wheels, roll in and out quietly. Moist cold keeps food fresh.



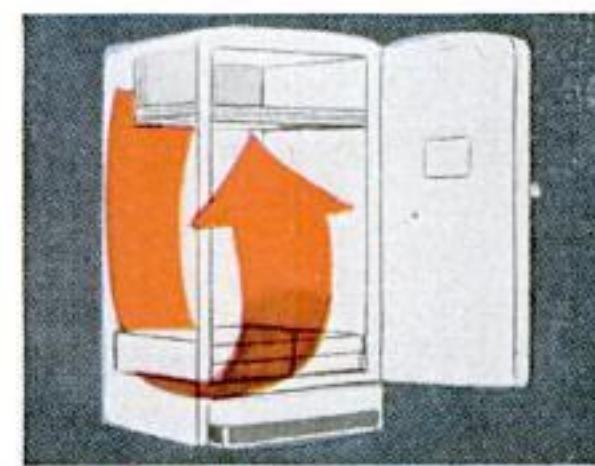
SPECIAL BUTTER CONDITIONER!

No more hard butter! Special conditioner, keeps a pound of butter at best spreading temperature!



NEW! SHATTERPROOF MEAT DISH!

Here is a meat dish that is really deep and wide! Large enough to hold your week-end roast!



NEW! BALANCED DESIGN!

New G-E principle assures uniform cabinet temperature over a wide range of room temperatures.



NEW! SOLID-BASE SHELVES!

Narrow spacing provides solid base . . . helps prevent small bottles from tipping!



NEW! IMPROVED MOTOR AND INSULATION!

New G-E motor assures quiet operation. Fiberglass cabinet insulation keeps operating cost low!



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You can put your confidence in—

GENERAL ELECTRIC

The "Fresh Up" Family Drink!

*So pure... So good... So wholesome for everyone
— including the tiniest tots!*



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You like it... it likes you!

**KEEP A CASE
AT HOME
FOR YOUR FAMILY AND GUESTS!**



LETTERS TO THE EDITORS

FIVE GREAT SOUPS

Sirs:

With great interest I read your article, "Five Great Soups" (LIFE, April 16). Having been born and raised in the south of France, I would like to mention you omitted the most important fish in your recipe of the bouillabaisse, which after all originated in France. Missing in the recipe is the *rascasse*, a fish which can be caught only in the Mediterranean. Its fine white meat is needed to give the bouillabaisse its piquant—almost sharp—taste.

LILY PONS

New York, N.Y.

Sirs:

If Ludwig Bemelmans called bouillabaisse the greatest soup, he certainly has changed since he originally built and operated the Hapsburg House restaurant, which I now run. Customers still come asking for his favorite soup specialty, soup Bernaise, made of four or five toasted vegetables including celery and potatoes.

ALEX CHIESI

New York, N.Y.

● Mrs. Bemelmans, pinch-hitting for her husband who is now in Spain, guessed soup Bernaise quite possibly was Mr. B.'s favorite at the time. "He goes through phases," she said. —ED.

GERRYMANDERING

Sirs:

Your editorial, "Down With Gerry-mandering" (LIFE, April 16) strikes a blow for democracy! The vivid and amusing "Gerrymander Zoo" (Speaking of Pictures, LIFE, April 16) buttresses your editorial position.

FREDERIC S. BURIN

Instructor in Government

Columbia University
New York, N.Y.

Sirs:

Webster says, under gerry-mander, that Benjamin Russell had over his desk a map showing the somewhat dragonlike district which had been created under Governor Elbridge Gerry. "The celebrated painter, Gilbert Stuart, observing the uncouth figure, added with his pencil a head, wings and claws and exclaimed, 'That will do for a salamander!' 'Better say *Gerry-mander*!' growled the editor and the outlandish name was thus duly coined."

ALBERT H. RUSSEL

Fair Lawn, N.J.

Sirs:

This map (below) shows my existing 14th District in Los Angeles and

the proposed new district renumbered 26. If this does not show gerry-mandering, there is no such thing.

SAM YORTY

Member of Congress

Washington, D.C.

"FROM HERE TO OBSCENITY"

Sirs:

... "From Here to Obscenity" and "A Little Brimstone, Please" (LIFE, April 16) are examples of the absolute clarity and wholesomeness of your thinking.

PAULINE LAROM

Brightwater, N.Y.

Sirs:

"Nuts!"

That's my four-letter word to "From Here to Obscenity." ...

AUDREY W. SHELTON

Milltown, N.J.

Sirs:

I admit that there is too frequent use of four-letter words in James Jones's new novel, but I lay this fault as a literary criticism, not a moral one, for, from the point of view of morality, I believe that Jones's novel is entirely a sincere and honest effort.

ROBERT B. DREW

Webster Groves, Mo.

Sirs:

I could not honestly try to teach my children decency and have the book in my home—therefore we will not purchase it.

KAY M. LUCAS

Milwaukee, Wis.

Sirs:

... Even Shakespeare (who, I understand, need not bow to Jones) noted the soldier filled with strange oaths, and wisely passed on.

LEWIS WILLIAMS

Philadelphia, Pa.

Sirs:

... Assuredly "stenography is not art." Nor is a statistical count of four-letter words criticism.

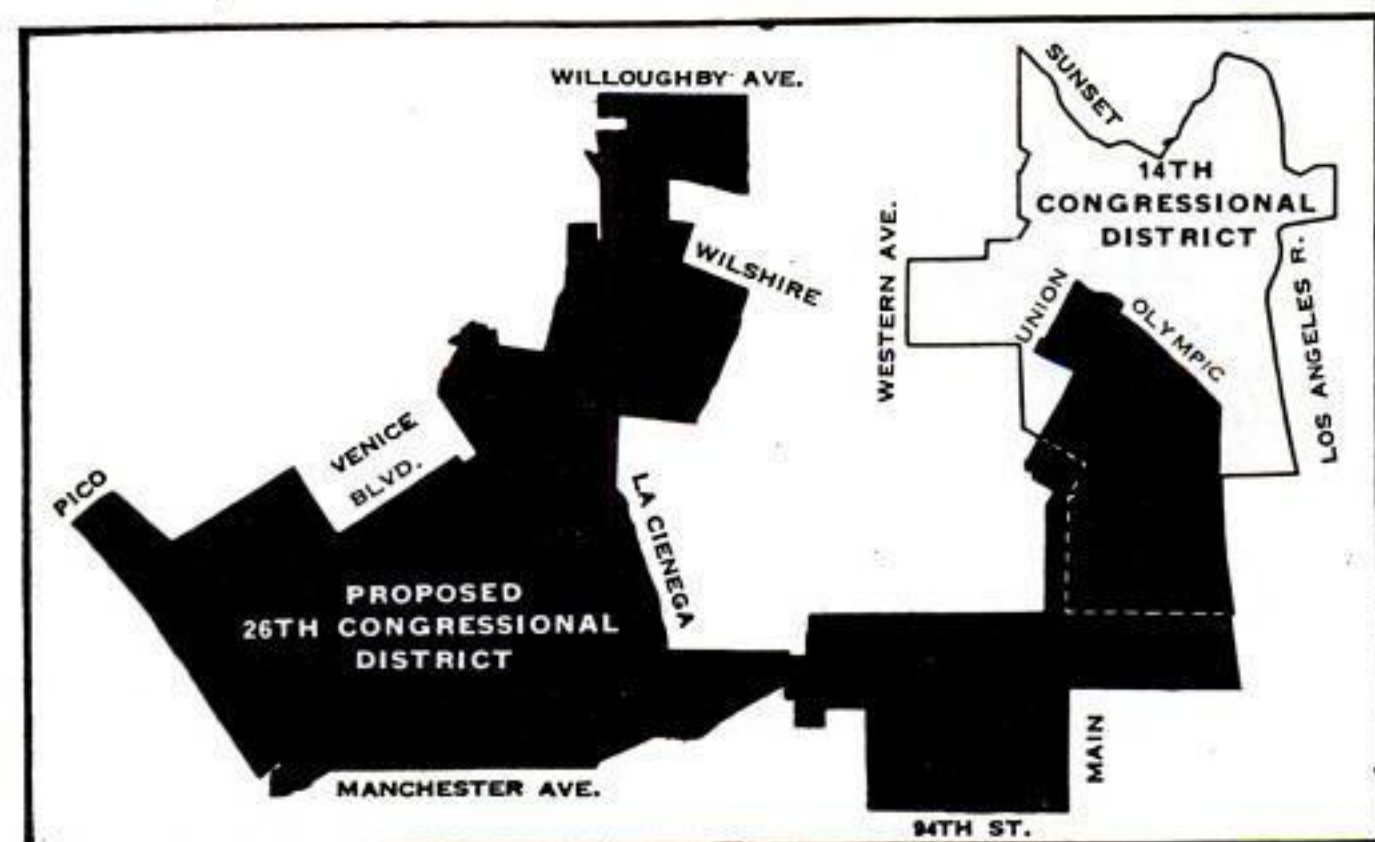
DAVID IREDELL

New York, N.Y.

Sirs:

Your comparison between *From Here to Eternity* and *The Red Badge of Courage* and *Soldiers Three* is not apt because these two books are products of a social and moral milieu more strict, more puritanical and more circumspect than our own. Do you think that any self-respecting printer in 1890 or 1900 would have dared print even *damn* without spacing it out *d—n*, to say nothing of printing some

CONTINUED ON NEXT PAGE



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the "BUILD UP" wheat cereal

Kellogg's PEP with milk provides one of the most complete foods you can serve. Along with the food value of whole wheat flakes and milk, you get **These Important Vitamin Values** A full day's needs of Sunshine Vitamin D in every one-ounce bowlful—AND—more Vitamin B₁ than any other

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LETTERS TO THE EDITORS

CONTINUED

words now found in many books and in articles in our "best" magazines?
WILLIAM C. DOSTER
Athens, Ga.

• For more about James Jones, see pp. 142-157—ED.

MO'S BIG SMACK

Sirs:

We two former members of the fo'c'sle division of the old U.S.S. *Missouri* do not recognize the new U.S.S. *Missouri's* capacity to smack a wave (Picture of the Week, LIFE, April 16). The old *Missouri*—one of the first three battleships through the Panama Canal—smacked more waves (below) and took on more water than her younger namesake. Also we presume the old "Misery" rocked more. We acknowledge the heavier armament of the younger ship.

OSCAR E. MUSGROVE
SVEN P. HELLAND

San Antonio, Texas



OLD "MISERY'S" BIG SMACK;

YOUNGSTERS' QUESTIONS

Sirs:

A young man, Sergei Lukianoff, stated in "The Youngsters Ask Some Questions" (LIFE, April 16), "We will be going right into service, what kind of future can we have?" When the men just out of high school during World War II were drafted, we did not think of what future it would bring us. We knew that there would be no future if the dictators won, and the young men of today should realize that there will be no future except debased slavery if they give up to this Communist-instigated mayhem....

ROBERT D. ARIGONI

N. Adams, Mass.

REAL GRUNTS AND GROANS

Sirs:

In "Real Grunts and Groans" (LIFE, April 16) LIFE errs when it states that "Walter Romanowski of Cornell (Iowa) is in trouble." Romanowski has

CONTINUED ON PAGE 28

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Season one lb. ground beef with salt and pepper. Shape into patties and cook—then place on six baked biscuit halves. Heat one can Franco-American Beef Gravy and pour over all. Serves 6.

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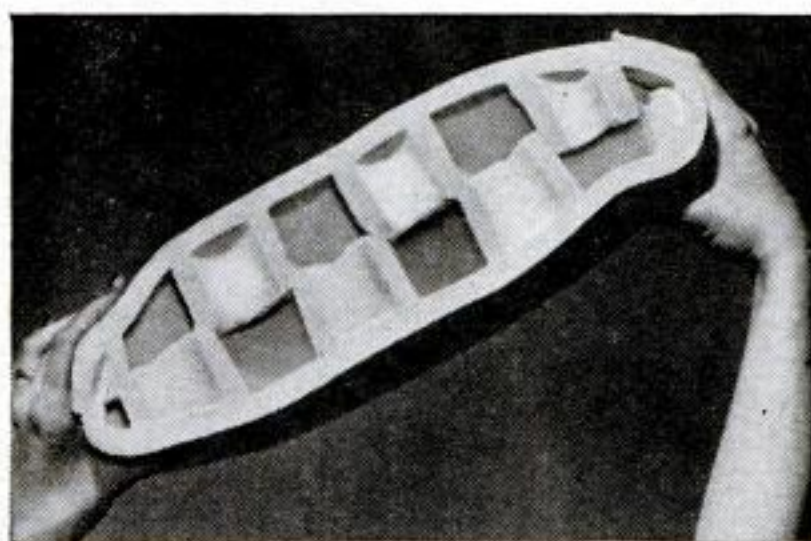
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WITH THE GOLD SEAL GUARANTEE!

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The Secret of Lovelier Hair for More Than a Century



Photograph by HORST

EMILE-ROCKEFELLER CENTER styles the hair of MRS. JOHN N. COLE, JR., of New York and Easthampton, following a Conti Castile Shampoo.

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Conti Shampoo

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LETTERS TO THE EDITORS

CONTINUED

his opponent under control with a cross-body ride (grapevine and arm hook) and is not in trouble.

C. T. FULLER

Catasauqua, Pa.

• LIFE is pinned.—ED.

THE WAR AMERICA FOUGHT

Sirs:

I have read Parts I and II of General Bradley's fine story, "The War America Fought" (LIFE, April 9 and 16), and feel it is superb in its simple honesty and considered frankness.

You state, "In February 1942 Bradley was made a major general and given command of the 82nd Infantry Division." The photograph shows General Bradley wearing the 28th Division's Red Keystone (Bloody Bucket) patch. The occasion was General Bradley's first address to the division not long after his assumption of command in June 1942, at Camp Livingston, La.

JOHN C. FAIRCHILD

Lieut. Colonel, Artillery

Headquarters First Army
Governors Island, N.Y.

• General Bradley commanded the 82nd Infantry Division from March to June 1942; then took over the 28th.—ED.

Sirs:

It occurred to me that some of your sharp readers may write in to accuse General Bradley of inaccuracy in reporting General Eisenhower's Fourth of July flight with General Quesada on the grounds that the P-51 was a single-seat fighter.

The P-51 in which the two generals flew over the Normandy beachhead was a special plane in which some of the "vitals" behind the pilot's seat had been removed to allow space for an extra person. This plane was not used for combat but rather for quick ferrying of VIPs between Normandy and England.

FREDERIC SMITH BURKHARDT

Spring Valley, Calif.



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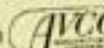
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Designed from the Woman's Angle



Miss Yolande Betbeze—
beautiful Miss America 1951



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Lane is the only pressure-tested, aroma-tight cedar chest in the world! The moth protection is *guaranteed*! The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ontario.



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Magnificent Queen Anne lowboy, with drawer in base, simulated drawers above. Lane-welded African mahogany veneers. Model #2599. Also in maple at \$89.50.



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CONTENTS

THE WEEK'S EVENTS

REDS SHOVE FIST INTO THE BIG DEBATE.....	33
EDITORIAL: THE PASSING OF TOM HEFLIN.....	40
ONE MAN REVOLTS AGAINST THE MACHINE.....	41
DENTURES AND SPECS CAUSE BRITISH TURMOIL.....	42
MACARTHUR GOES TO MIDWEST.....	44
A TALENTED PHONY IS AGAIN UNMASKED.....	46
VIOLENCE SPREADS IN IRAN.....	49
MISS STANFORD WEDS MR. GUMP.....	55

PHOTOGRAPHIC ESSAYS

THE COMING OF NEW ENGLAND SPRING.....	80
PHOTOGRAPHED FOR LIFE BY JACK BREED	
BRITISH FOOTBALL.....	128

ARTICLE

JAMES JONES AND HIS ANGEL, by A.B.C. WHIPPLE.....	142
---	-----

CLOSE-UP

BALEFUL BEVAN, by RICHARD L. WILLIAMS.....	109
--	-----

SPORTS

HOW FAST CAN A MAN SWIM?.....	58
-------------------------------	----

MODERN LIVING

PAPER CHAIR.....	63
------------------	----

MOVIES

STUDIOUS STARLET.....	67
-----------------------	----

RELIGION

A NEW REVIVALIST.....	73
-----------------------	----

FASHION

CRAZY HAT CRAZE.....	91
----------------------	----

THEATER

"A TREE GROWS IN BROOKLYN".....	97
---------------------------------	----

MEDICINE

PREMATURE PARISIANS.....	103
--------------------------	-----

NATURE

CONSIDER THE LITTLE EMU.....	125
------------------------------	-----

MUSIC

SONG PEDDLERS NEVER DIE.....	137
------------------------------	-----

OTHER DEPARTMENTS

LIFE'S REPORTS: NAGS' NAMES, by ERNEST HAVEMANN.....	9
SPEAKING OF PICTURES: ARTIST EXPERIMENTS WITH PERSPECTIVE FOR WEIRD PICTORIAL EFFECTS.....	18
LETTERS TO THE EDITORS.....	25
LIFE'S PARTY: MARRYIN' AVRIEL'S MASTERPIECE.....	158
MISCELLANY: DEPOSED GENERAL.....	167

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LIFE'S COVER

Phyllis Kirk was born Phyllis Kirkegaard in Plainfield, N.J. 23 years ago. She was stagestruck from early childhood, and by the time she was 10 she had formed a theatrical company and was putting on shows based on works of Louisa May Alcott. When she grew up, she had to go through a period of being a Schrafft's waitress and Conover model, but sure enough she finally became a Hollywood actress (pp. 67-71). When she is asked what kind of roles she would especially like to play, her answer is, "Leads."

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COVER—JOHN RAYMOND	103, 104, 106—DAVID SEYMOUR FROM MAGNUM
9—HY PESKIN	109—LARRY BURROWS
15—A.P.	113—TOPICAL PRESS
18, 19, 20—ISRAEL SHENKER	114—NEW YORK TIMES PHOTO
33—JOE SCHERSCHER	118—GRAPHIC PHOTO UNION
34, 35—MAP BY ANTHONY SODARO, ACME PHOTO BY WALTER LEA, JOE SCHERSCHER—ACME PHOTO BY BERT ASHWORTH, JOE SCHERSCHER (2), U.S. ARMY PHOTO	120—IAN SMITH
36, 37—JOE SCHERSCHER	123—ACME—VICKY FOR LONDON NEWS CHRONICLE
38, 39—JOE SCHERSCHER	125—LOOMIS DEAN
41—FRANK RUTHERFORD	128, 129—CORNELL CAPA—GRAPHIC PHOTO UNION, SPORT & GENERAL FROM COMBINE, LARRY BURROWS.
42, 43—BRIAN SEED EXC. T. LT. MARK KAUFFMAN	130, 131—CORNELL CAPA
44, 45—WALLACE KIRKLAND, ACME, ALFREDA EISENSTAEDT, CHICAGO HERALD-AMERICAN PHOTO FROM INT.—ALFREDA EISENSTAEDT, WALLACE KIRKLAND	132—LT. CORNELL CAPA, RT. A.P.—TRANSATLANTIC—ASSOCIATED NEWSPAPERS LTD.
46—COURTESY F.B.I. EXC. CEN. KEYSTONE VIEW	134—CORNELL CAPA—SPORT & GENERAL FROM COMBINE—BIRMINGHAM GAZETTE LTD.
49—INT.	137—FRANCIS MILLER—ALLAN GRANT—ANTHONY LINCK, ERNIE STOUT, ALLAN GRANT
50—DMITRI KESSEL	138—BOT. LT. ANTHONY LINCK, BOT. RT. LEO FRIEDMAN
52—U.P. FROM ACME—INT. (2)	141—ANTHONY LINCK—ED BRASLAFF
55—WAYNE MILLER	142—EDWARD CLARK
56—INT.—SAN FRANCISCO EXAMINER—HAL MCINTYRE	143—MYRON H. DAVIS
58, 59, 60—WALLACE KIRKLAND	147—T. ROBERT W. KELLEY
63—ELIOT ELISOFON	149—ROBERT W. KELLEY
64—FRAN BYRNE—ILLUSTRAGRAPH, INC.—FRAN BYRNE	150—MYRON H. DAVIS
67, 68—J. R. EYERMAN	152, 154—ROBERT W. KELLEY
71—SAMUEL GOLDWYN PRODUCTIONS, INC.—IDA WYMAN	157—MYRON H. DAVIS
73 THROUGH 78—ROBERT W. KELLEY	158, 159—FRANCIS MILLER EXC. T. LT., ROBERT LAVELLE FOR INDIANAPOLIS NEWS
80 THROUGH 89—JACK BREED	160, 163, 164—FRANCIS MILLER
91—NINA LEEN	167—INT.
92—JON BRENNIS FROM CAL-PICTURES—NINA LEEN (2)	168—ANDREY ANDERSSON
97, 98, 101—PETER STACKPOLE	

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Magic Touch whispers: **Natural beauty**—



Be your lovely self with Magic Touch!... with that "made-up look" replaced by subtle natural-looking complexion beauty.

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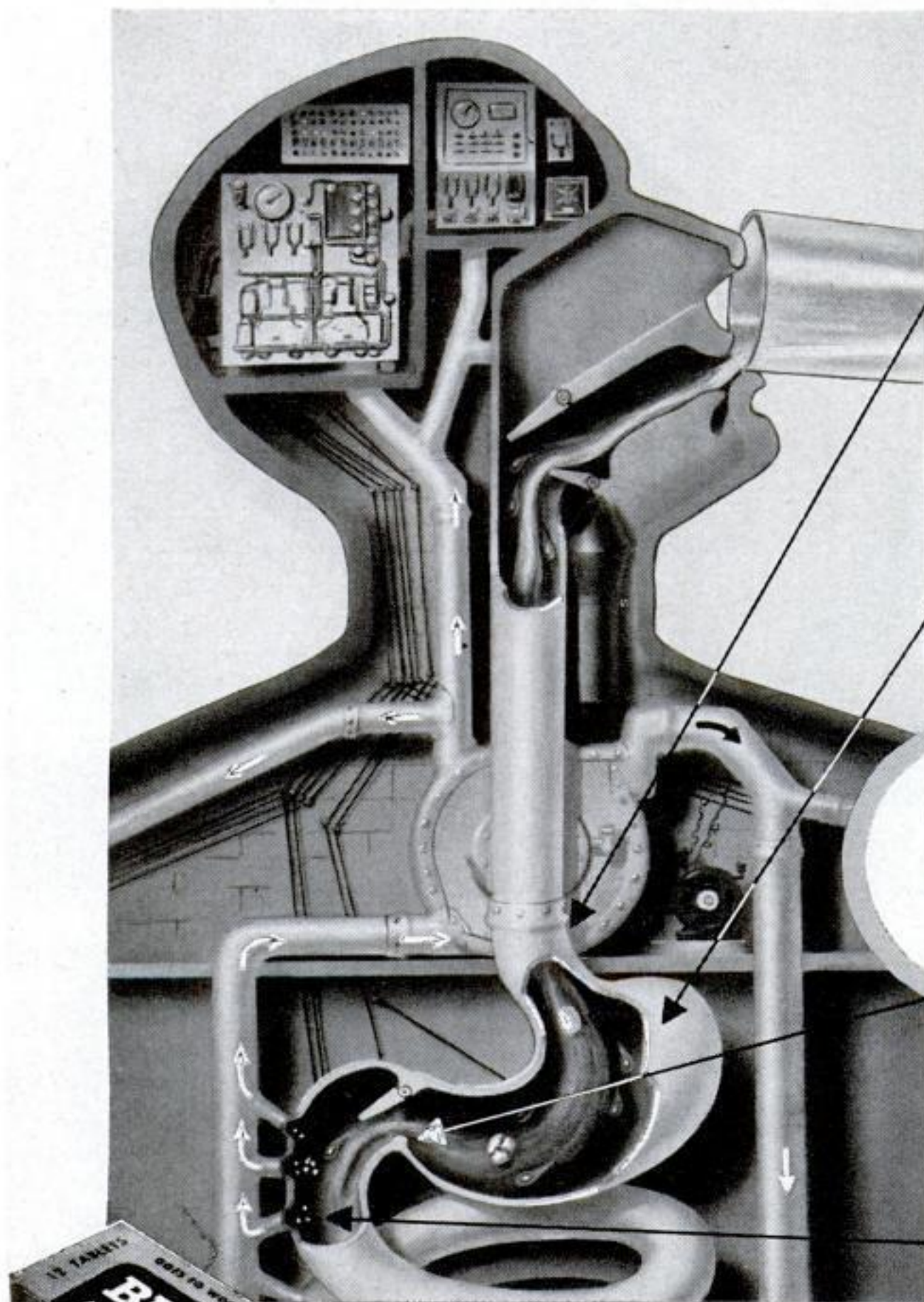
Get fast pain relief!

Bufferin

TRADE-MARK

Acts twice as fast as aspirin!
Doesn't upset the stomach!

Here's how Bufferin acts twice as fast as aspirin



PRODUCT OF BRISTOL-MYERS

1 Bufferin or aspirin tablet enters stomach here.

2 Neither Bufferin nor any pain-relief product can relieve pain while tablet is in stomach.

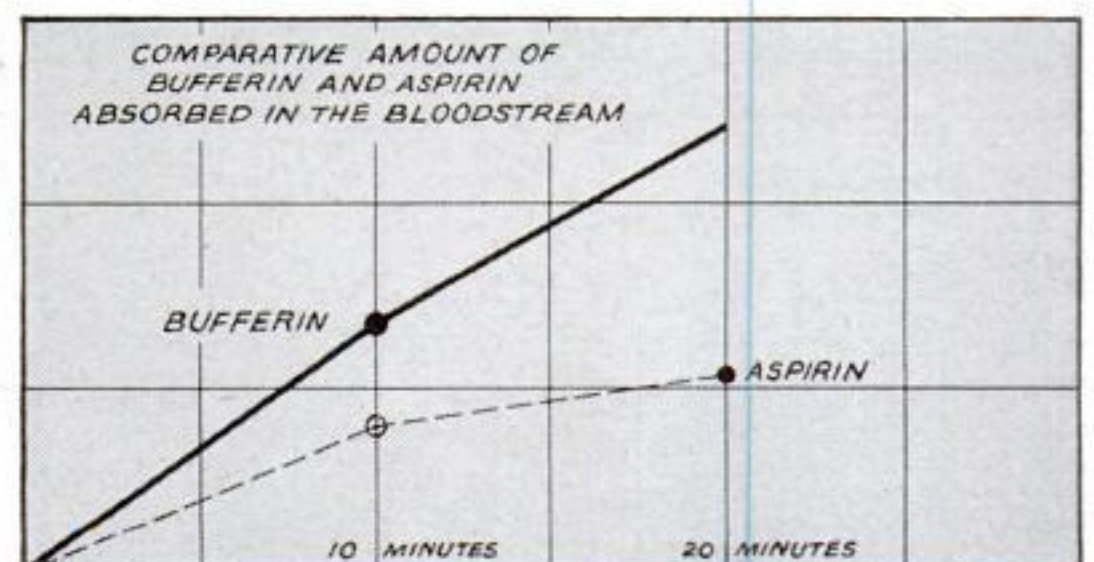
3 Dissolving rapidly, Bufferin, being antacid, opens trap door of stomach speedily.

4 Opening trap door of stomach speedily, Bufferin enters the bloodstream twice as fast as aspirin, relieves pain twice as fast.



No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. Bufferin, being antacid, opens the stomach valve *speedily*, gets *into* the bloodstream *twice as fast* as aspirin! Therefore Bufferin acts *twice as fast* to relieve pain.

And Bufferin won't upset your stomach as aspirin often does, because Bufferin is antacid.



TIME OF ABSORPTION

Clinical studies prove that people who took Bufferin had more pain-relieving ingredient *actually in the bloodstream* in ten minutes than those people who took aspirin had in twenty minutes. That's why Bufferin acts *twice as fast* as aspirin to relieve pain.



For headaches, neuritis and neuralgia, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your home medicine chest. Bufferin is also available in Canada.

IF YOU SUFFER FROM **ARTHRITIS OR RHEUMATISM**, ASK YOUR PHYSICIAN ABOUT BUFFERIN



MORTAR COMPANY JEEP, WITH WINDSHIELD PIERCED BY CHINESE BULLETS OF THE NIGHT BEFORE, LEADS A COLUMN IN ORDERLY RETREAT TOWARD SEOUL

REDS SHOVE FIST INTO THE BIG DEBATE

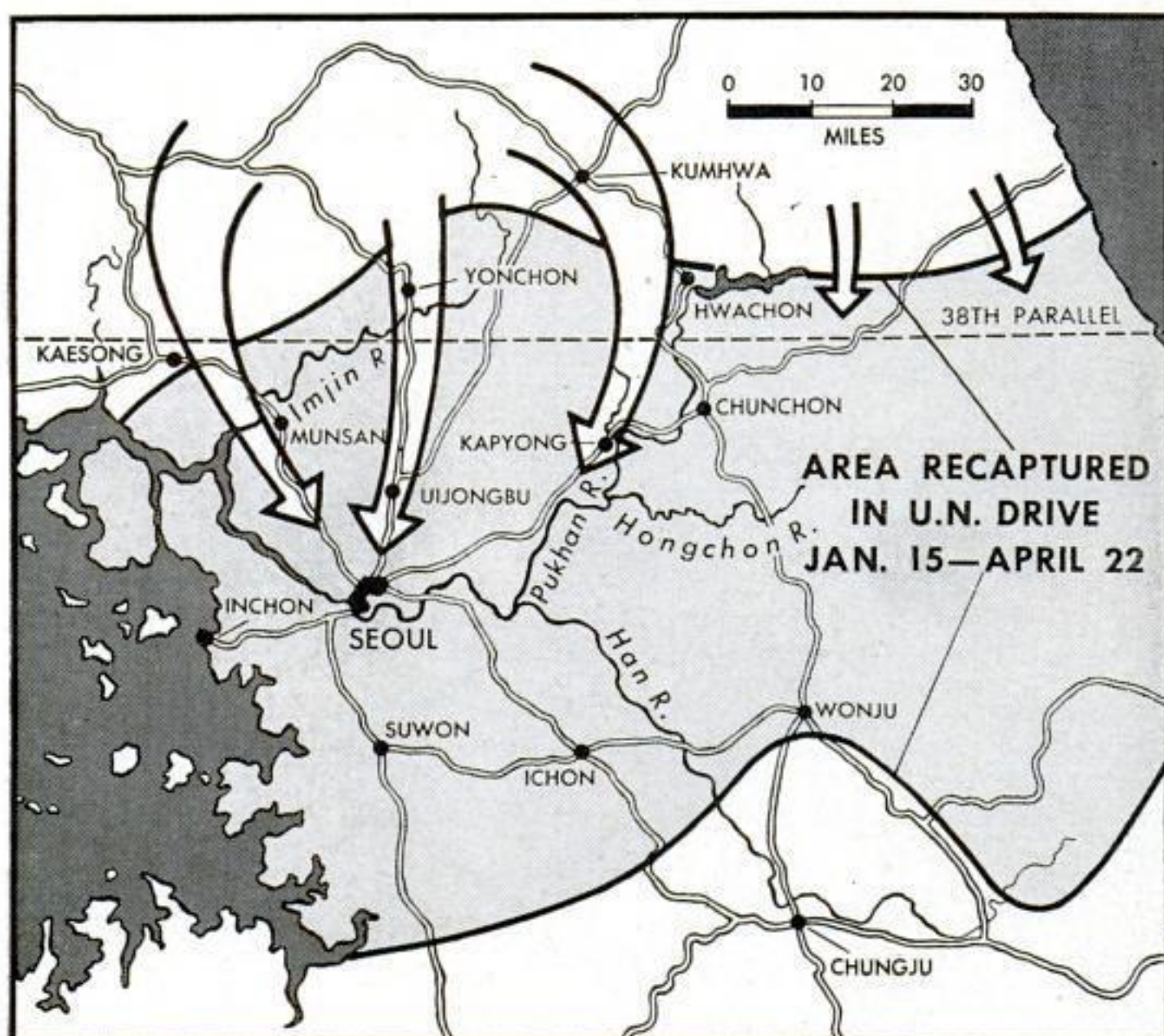
Along the Korean front just north of the 38th Parallel, the moonlit night of April 22 was quiet until 10 o'clock. Then there was a blaring of bugles, and as their shrill notes died against the hills the Chinese Communists shoved off. By dawn the United Nations' again-outnumbered troops were moving back once more, and the GIs were talking about "Operation Yo-Yo" because for ten months they had moved up and down the Korean peninsula as if on a taut string. Again, as in December, the Chinese Communists were trying to sweep the

U.N. off the Asian mainland in utter defeat. Their simple and lavishly brutal strategy was to overwhelm their enemy with manpower, and they added to the casualty lists on which the U.S. alone already has more than 60,000 names. A British officer said, "I saw a column of our tanks coming back, carrying piles of dead and wounded with blood running down the side of the tanks."

The U.N. forces were falling back in good order; with superior weapons, including airpower, they killed some 40,000 Reds in a week.

If killing Chinese in Korea could solve the whole problem, the present opportunity seemed spectacular. But China's Reds could expend lives almost endlessly and their offensive showed they were willing to do just that.

There had been a lot of wishful thinking, particularly in Europe, that the Chinese might behave after the President recalled world Communism's favorite whipping boy in Asia, General MacArthur. The spring offensive dashed this hope, giving MacArthur's supporters a telling point in the hot and continuing debate.



CHINESE OFFENSIVE is concentrated in the west along three main roads into Seoul. On the east coast U.N. forces held against secondary Red attacks.

KEY TO SUCCESS IS THE RESERVES

The U.S. commanders in Korea had known for weeks that the Reds were going to start an all-out offensive this spring. The Eighth Army's new commander, Lieut. General James A. Van Fleet, knew he would be outnumbered almost three to one, but he knew that his army was a veteran outfit that could outmaneuver and, man for man, outshoot the enemy. Van Fleet's plan was simple—he would give ground but he would chew up the enemy divisions in the process. He would use his firepower and conserve his manpower.

In the first week of the Chinese attack, the Eighth Army followed that plan. Its infantry held until nearly overrun and then pulled back while the planes and big guns poured high explosive into the enemy. Some units tarried a little too long and were surrounded. Sometimes their losses were tragically heavy. And the Chinese they slaughtered were immediately replaced, and the Reds kept coming.

General Van Fleet still had his army intact and was holding back some reserves. But the Chinese commanders had not yet committed half their immediately available divisions nor had they called in those Russian-made jets from across the Yalu for close ground support. In the coming weeks the battle would probably be decided by who had the last reserves.



BRITISH TANKS move out toward the Imjin River where a British battalion was surrounded by the Reds. Tanks rescued the few survivors who had fought until out of food and ammunition.



U.S. OFFICERS plot their next move in front-line command post while troops dig in on hills behind them to cover the road.



EIGHTH ARMY COMMANDER General James Van Fleet arrives at a forward airstrip. Like General Ridgway he has a trademark. But instead of a hand grenade he always carries an ivory-handled automatic.

← **LONG TOMS BY DAY** smash at enemy some fifteen miles away. Cannoneer on platform behind gun in foreground has just pulled lanyard to fire gun. Further behind gun two more men bring up round of ammunition from ready pile lying on ground. Behind other guns of battery, some artillerymen hold their ears to protect them against concussion while others, some temporarily deaf, seem unconcerned.



SIGNPOST half covered with phone wires, shows way to corps headquarters and nearby towns. Lineman looks for break in wire.



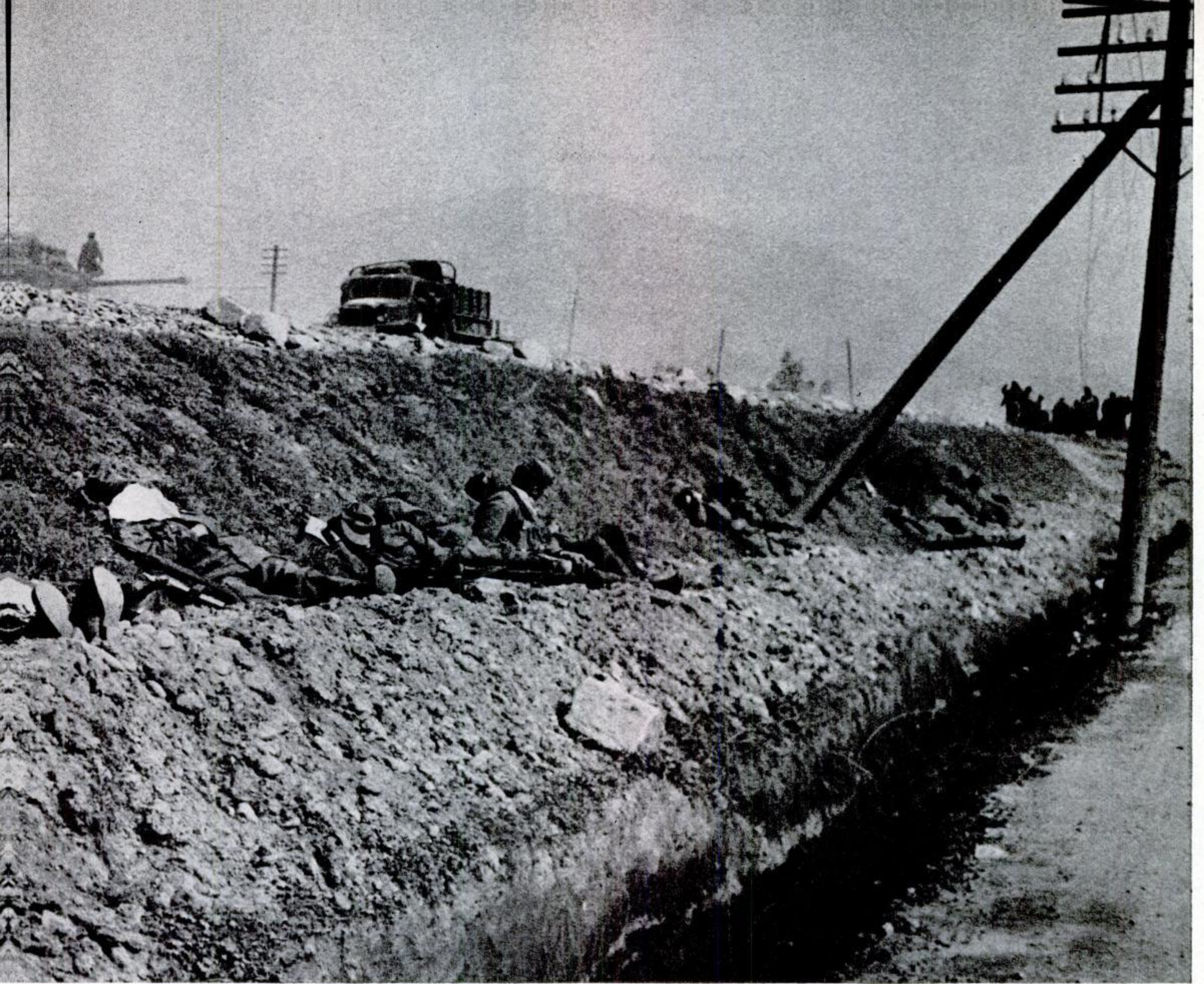
LONG TOMS BY NIGHT keep enemy under constant fire. Each gun appears to have two barrels, an illusion caused by the fact that this is a time exposure made by light of several gun flashes.



IN RETREAT, EXHAUSTED SOLDIERS FINALLY SLEEP WHILE THE TRUCKS ROLL BY AND PROTECTIVE TANK GUNS SWING OUT TOWARD THE ONCOMING ENEMY



KICKING UP DUST, A WITHDRAWING UNIT HEADS SOUTH. LIKE MOST OF THE PICTURES ON THESE SEVEN PAGES THIS ONE IS BY LIFE'S JOE SCHERSCHEL



THE MEN HAD BEEN FIGHTING AND BACKPEDALING THREE NIGHTS AND DAYS AND YET IT WAS ONLY A MOMENT BEFORE THEY HAD TO STRUGGLE UP AND ON



MPs CONTROL BRIDGE TRAFFIC ACROSS THE HAN SOUTH OF SEOUL WITH SMALL VOICE RADIOS CALLED HANDY TALKIES WHICH CARRY MORE THAN A MILE



AT A COLLECTING STATION for American wounded, a tense, tired chaplain (right) keeps his vigil

where ambulances unload casualties. The Chinese had killed six ambulance drivers a few hours earlier.



BESIDE ROAD an exhausted infantryman (right) sleeps in the sun by his newly-dug foxhole. His bare

foot was nicked by fragments during a night battle with hand grenades. The other soldier is a medic.



BATTALION COMMANDER, still jaunty after hard fighting on retreat toward Seoul, looks north where U.S. is firing at the oncoming Chinese Reds.



DURING RETREAT, Sgt. Leroy Carbo opens a ration can with his bayonet while chaplain (below) sunbathes after a night of visiting men at the front.





AGAIN THE REFUGEES, helpless victims of the new Chinese offensive, plod southward. These mothers and babies have given up their homes at Uijongbu, close

to the 38th Parallel, for the third time since the war began. At Seoul they will search frantically for a truck or train to carry them farther away from the war.

THE PASSING OF TOM HEFLIN

HE WAS QUITE A FELLOW IN HIS DAY, BUT AMERICA OUTGREW HIM

LEADING FROM STRENGTH

Some of the news from Europe suggests that an interesting and important change is taking place in the U.S. government's usually timid attitude toward the Western Allies.

Item: Ambassador Robert Murphy warned the Belgians that if they failed to do their share of the defense job the U.S. might cut the amount of its aid.

Item: Charles Spofford, chairman of the Atlantic Treaty executive council, told the Italian government to jack up its preparedness program in a hurry.

Item: ECA Ambassador Milton Katz told a Paris audience that Western Europe could invest \$50 billion a year in armaments and still improve its standard of living—if it did all that could be done to increase productivity.

Item: Premier Henri Queuille hinted to the French Assembly that the U.S. was at last insisting upon electoral reforms which are in the common interest of both countries.

In the Western alliance U.S. power and U.S. responsibility have been paramount from the start; the great imponderable has been whether this nation's leaders would have the courage to use the power and exercise the responsibility for the good of all. Here is some evidence that Washington is beginning to grasp the elementary principle of leading from strength.

"THE REAL AMERICAN NEGRO"

Most people around the world believe that American Negroes are hounded, dispossessed and persecuted—period. Communists make much of this outdated and distorted picture, and a lot of Americans suffer from a guilty feeling that in essentials it is as true as it ever was.

Now comes George Schuyler, associate editor of the Pittsburgh *Courier*, a national newspaper for Negroes, in an endeavor to scrap this portrait and replace it with a truer one. Writing in *The Freeman*, Mr. Schuyler recites facts and figures on Negro advances in education, in business, in political life, in land ownership, in the armed services, and concludes with these wise words: "Here, then, is the *real* Negro in American society, not the phantom Negro of the anti-American propagandists, native and foreign. Admittedly we have a long way to go. . . . But considering all the factors involved . . . where can the record be equalled? . . . Instead of being apologetic about it, Americans should be proud that their free system has been capable of such elasticity and that within the lifetime of our grandparents this nation has moved so close to solving so difficult a problem."

Old Tom Heflin, who mortally hated and feared the Roman Pope, died in Alabama the other day.

If you are over 35 and have a fairly good memory, the foregoing sentence calls up a departed era of American life and politics. J. Thomas Heflin, also known as Tom, Cotton Tom, Old Tom and Tom-Tom, represented Alabama in the U.S. House of Representatives from 1904 to 1920, and in the Senate from 1920 to 1931. He was something to hear and a sight to see. He had a voice that would curl the hair on a mule's back and make farmers cry. He could quote the Bible like a preacher primed on corn whisky. He could throw Shakespeare at the hillbillies and make them love it. He stood 6 feet, he had the belly of a bull raised on fine alfalfa, and he knew how a politician ought to look. In the cool months he wore a dark frock coat, an ice-cream vest, a bounteous black bow tie and white shirts with pearl buttons and detachable cuffs. Summers he rose to utter glory in all-white cotton suits, woven and tailored especially for him. There is no one like him in Congress today, and that is a good thing. He personified much that was ugly and mean and backward in his state and in the country of his time. You might say that his only lasting service was in being around long enough to be outgrown.

Tom put out that he was born poor and raised hard. Many a hot day of his boyhood he spent walking barefoot down the cotton rows behind a plow and a mule, and many a time his old man took the hide off him with a hickory switch. But in the evenings he went home to biscuit and fried chicken in the big house of the neighborhood, not to corn pone and scrawny pork in the pine shacks of the poor. The Heflins were quality, and everybody knew it. Tom in later years was smart enough, and had enough magic in him, to make the poor whites who had the votes half forget it on election day. A vote for him with his fine clothes, his handsome home in Lafayette, and his place among the great of Washington was, to most of his following, a vote for what was Right against what was Wrong. It was a vote against the Big Fellers who owned the earth and ran the state and always seemed to get the profit from the cotton. It was also a way of proving that they, the voters in question, were every bit as good as the Big Fellers, as smart as Tom Heflin, and by natural arrangement better and smarter than the Negroes, who of course didn't vote. It was all mixed up, this current of circumstance and prejudice and interest which produced Tom Heflin and kept him in national office for 26 years.

In his time it was said of him that he was like the mule in the old story of two farmers. One farmer swapped the mule off to another, and in due course the new owner hollered that he'd been swindled—the mule bumped into

the barn, into the fence, into a tree; it was blind. "Why, shucks," said the original owner, "that mule ain't blind. He just don't give a damn." Rural Alabamans telling the story would laugh, and slap their overalls until the dust rose, and say, "That's Tom Heflin for you. He just don't give a damn."

But he did—about a lot of things. Cotton, for instance. He loved cotton, and he hated boll weevils and low cotton prices. And liquor. He hated liquor. Never touched it, voted Prohibition, and if his constituents wanted to get drunk on moonshine whisky that was their business. And White Supremacy. He was born to a belief in it: his most extreme expressions of it were reflections of something as rooted in him as it was mistaken. And Catholics—*Roman* Catholics. Tom was hot on them. To him the Pope of Rome was identical with the devil, and as near. In the 1920s, when the Ku Klux Klan was reviving in Alabama and elsewhere, Senator Heflin made an immense commotion about the Catholics and about sundry popish plots which were never clearly explained. *TIME*, reporting the alarms, contributed a famous phrase to the journalism and humor of the day—"Tom Heflin, who mortally hates and fears the Roman Pope."

Readers of today, compelled by events to take so much so seriously, may doubt or forget that such a phrase about such a man could have been part of the humor of the times. Well, it was, and thereby hangs a difference between then and now. Senator Heflin, with all his quirks and diatribes and incendiary prejudices, was never taken by others as ominously as he took himself. At the height of his anti-popey a thoughtful Catholic weekly, *The Commonweal*, advised its readers to "take the matter calmly" and said no worse of Old Tom than that he was "a nuisance of some proportions." Men of goodwill who objected to all that Tom Heflin was and stood for could still tolerate and enjoy the spectacle he provided—and sense, beneath the noise and the buffoonery, a warm heart.

Warm heart and all, Tom Heflin nevertheless has to be put down as a minus in American life. His distinguished contemporary from Alabama, Senator Oscar Underwood, turned out to be closer to the main stream of his time and of the times to follow. Old Tom and his kind, in and out of the South, represented and spotlighted what had come to be worst and weakest in the national character. They seemed to lend substance to the finding, all too prevalent not so long ago, that the weaknesses of U.S. society outweighed its strengths. The very fact that Tom Heflin had to go—Alabamans turned him out of the Senate in the elections of 1930—is one of many signs that the reverse is true. Without the Heflins the American scene loses a certain color and verve. But it gains in the strengths that are needed now.



ONE MAN'S REVOLT AGAINST THE MACHINE

As any downtrodden, serflike owner of a car, television set or even cigaret lighter will agree, Romain Rolland came painfully close to reality when he wrote *The Revolt of the Machines*, a grim book that shows mankind enslaved by mechanisms. Consequently the hearts of brother slaves lifted with vicarious glee when this

picture, which shows Manuel Delgado beating up a convertible, was published last week in the Los Angeles *Daily News*. The accompanying story told what an evil, treacherous car it was. It just wouldn't behave itself crossing a bridge; it kept going faster and faster. It deliberately ripped the door off a parked car. And then it ran

away with Delgado in it. But when it was finally stopped, Delgado turned on the car in righteous wrath, smashed his fist through its window and kicked it smartly on the flank. But unhappily his rebellion was short-lived. Police took him to the station house, where another machine gave him a sobriety test. That machine flunked him.



DEMONSTRATION of what a subject could get under Great Britain's original National Health Service program inaugurated in 1948 are the medical aids displayed by this patient. Without charge anyone living in or visiting the British

Isles has been able to obtain not only a doctor's care and hospitalization for as long as necessary, but a wheelchair, false teeth, crutches, spectacles, hot water bottles, ice bags, splints, bandages, X-rays and even a spinal corset if he needs one.



DENTURES, SPECS AND TURMOIL

Bevan bolts and Churchill gloats as Britain's tired socialists split over question: how much socialized medicine=how many guns?

← **AFTER RESIGNATION** Bevan attends Abbey services for former Foreign Secretary Ernest Bevin.



PALE ATTLEE arrives from hospital bed to attend memorial services at Westminster Abbey for his late friend and colleague Ernest Bevin. Prime Minister was still in a London hospital for treatment of a duodenal ulcer when Bevan precipitated the crisis in the party.

After six years of socialist experimentation and austerity, Britain's Labor government last week suffered a stab in the back that may ultimately prove fatal. The party's bad boy, Labor Minister Aneurin Bevan, bolted the cabinet on an issue that he and his 20-odd left-wing followers could easily dramatize: Would any Englishman, such as the man shown on opposite page, continue to get his dentures and eyeglasses at public expense or would he have to shell out half

the cost so that Britain's 1951 budget could afford guns and armament? Superficially that was issue enough for the man who had inaugurated Labor's National Health Service. But he went further. His own political future was involved (p. 109), as well as his belief that the government was being dominated by the "lurchings of the American economy." The budget was wrong "because it is the beginning of the destruction of those social services in which



GRIM CHURCHILL attends rites and stops to talk with Dutch Ambassador Jonkheer E. Michiels van Verduynen. Three days after this Churchill initiated another attempt to unseat the Labor government.

Britain has taken great pride. . . ." Prime Minister Clement Attlee rallied. It was his budget, launching a three-year \$13 billion rearmament program, that Bevan condemned as ruinous. Attlee stuck by it. Not so Winston Churchill. He promptly lambasted the socialists as "that cluster of lion-hearted limpets" and called for a parliamentary vote to test Labor's control. His point: even his old enemy Bevan recognized socialist mishandling of the armament program.



TALL CADET of St. John's Military Academy is greeted in Milwaukee by MacArthur, who is 5' 11".



GENERAL'S TRIP TOOK HIM BY AIR OVER BIG GREETING ON BEACH AT MICHIGAN CITY, IND. (LEFT), BY



MAC ROLLS ON

Midwesterners get turn to cheer a hero they claim as their own

The two coasts of the U.S. had barely recovered from the excitement when the general headed for the Middle West last week to face more clamoring crowds. His plane took him to Chicago, where 3 million people cheered him all along a 23-mile parade through the city. When the procession stopped on State Street and he laid a wreath on the Bataan-Corregidor Bridge, the old soldier shook hands warmly with some Bataan veterans half his age and said "Mabuhay." The veterans knew, if the bystanders did not, that this means "long live" in the Tagalog dialect of the Philippines.

That night, in unseasonable 43° weather, 50,000 people half filled huge Soldier Field. They cheered when he said, "I shall continue to advocate a positive and realistic policy for Korea," and they shouted "No" when he said his public life was ended. Next day his cavalcade drove 90 miles north, past yelling fans all the way to Milwaukee, his family home. Here the cheers were louder than ever. Said the general: "It warmed the very cockles of my heart."



ROARING CROWD cheers MacArthur at Soldier Field. Chicagoans gave Mrs. MacArthur a five-star,

diamond pin, Arthur a pair of silver skates and showered the whole party with \$5,000 worth of orchids.



"HOME SWEET HOME" is played by the band and crowd cheers as the general pulls up in front of



ROAD THROUGH LINES OF SAILORS AND AIRMEN AT GREAT LAKES NAVAL TRAINING STATION AND PAST SIGNS URGING HIM TO RETURN TO CHICAGO SOME DAY



the old family house for the first time in 39 years. The general's father and his grandfather both lived

in Milwaukee. His father, General Arthur MacArthur, lived in this house after his retirement but the

general himself spent only a few months in it. His last visit to Milwaukee was for father's funeral in 1912.



THESE HATS WERE A SMALL PART OF THE GREAT IMPERSONATOR'S WARDROBE FOUND BY FBI IN DRAFT ARREST

A TALENTED PHONY IS AGAIN UNMASKED

Onetime "Peruvian ambassador," "Romanian consul," teacher of draft dodging now turns up as news expert



WEINBERG IN 1921

Fifty-nine-year-old Stephen Weinberg has lived a full life. Early in his career he became naval attaché to the Serbian Embassy and over the years was U.S. consular agent in Morocco, consul general for Romania and a Peruvian ambassador to the U.S. For a time he was an air force officer, then adviser to Dr. Adolf Lorenz of Vienna, whose theory of "bloodless surgery" made him a celebrity of the '20s. When Rudolph Valentino died he briefly took an active part in the funeral arrangements, having allegedly become physician to Valentino's close friend, Pola Negri. In 1921 when Princess Fatima of Afghanistan was introduced to President Harding, Weinberg, now a naval officer and protocol expert, gravely performed the introduction. The only flaw in this spectacular career is that it was phony. Weinberg was just a boy from Brooklyn with a liking for glamorous associations and an actor's skill in playing his roles. Arrests and even prison failed to discourage him.

During World War II Weinberg turned up in a new role. He opened a school for draft dodgers and taught his students how to feign feeble-mindedness and other disabilities. In due time FBI closed in on Professor Weinberg, found an impressive array of costumes, including the hats and shoes shown here, and got him sent up for seven years. Released with time off for good behavior in 1948, Weinberg was not unnaturally drawn to the U.N. headquarters at Lake Success. As Stanley Clifford Weyman, a Latin-American expert, he got a legitimate job as U.N. correspondent for the Robert Erwin News Agency. He also began broadcasting, without pay, commentary on U.N. affairs for WFDR-FM, a New York radio station, introducing a number of well-known U.N. personages to his audience. Moving ever upward, he recently sought a job as press officer to the Thailand delegation and so was given a routine investigation by the State Department. As a result Stanley Clifford Weyman last week was unmasked, reduced in rank to plain Stephen Weinberg and divested of his credentials by the news agency. His business associates were sorry to see him go. He had seemed an able and intelligent man with a very unusual background.

FBI FOUND WEINBERG ALSO HAD 43 ASSORTED PAIRS OF SHOES AS WELL AS 25 SUITS, 28 JACKETS AND 130 TIES



MOTHER'S DAY

SUNDAY
MAY 13



*Remember
Mother
with a* →

Whitman's

ALL WHITMAN'S PACKAGES SPECIALLY
DECORATED FOR MOTHER'S DAY

Sampler

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

COPY. 1953, STEPHEN F. WHITMAN & SON, INC., PHILA.

TELLER

FOUR ROSES

FOUR
ROSES

Blended Whiskey

HERE'S SOMETHING
YOU CAN BANK ON

Four Roses is so superb in flavor, so
supreme in quality, that it outsells every
other brand at or above its price. In fact,
it outsells most other brands at any price!

Wouldn't you rather drink
FOUR ROSES



CAPTURED AGITATOR MARCHES ALONG BEFORE BAYONET-WIELDING IRANIAN SOLDIER AFTER RIOTS AT ABADAN, PORT OF THE ANGLO-IRANIAN OIL COMPANY

VIOLENCE SPREADS IN IRAN

Troubles touched off by assassination of Premier Razmara continue in strategic Middle East oil land

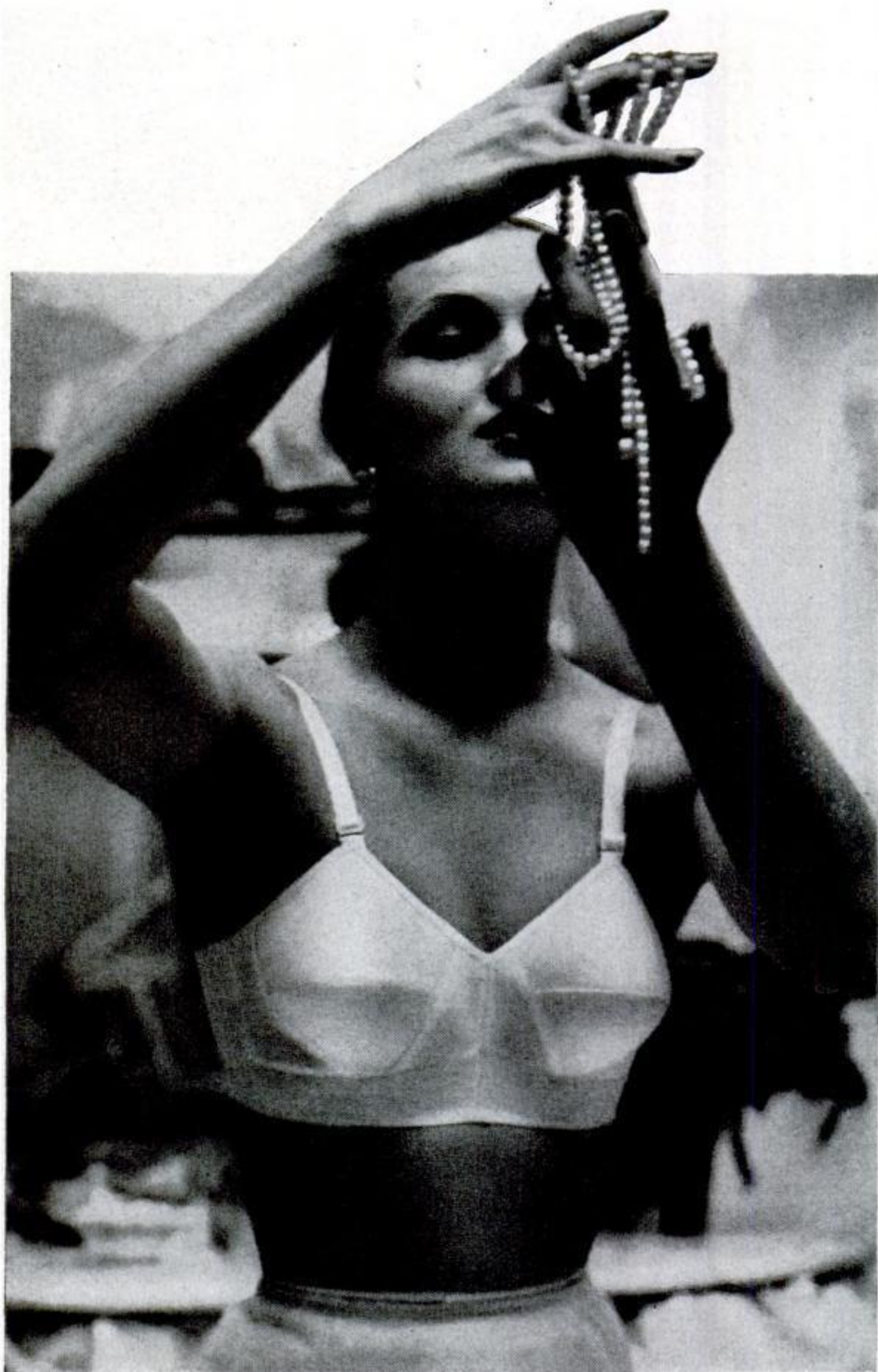
The drive to nationalize Iran's rich but British-controlled oil fields had burst into violence with the assassination two months ago of pro-Western Premier Ali Razmara (LIFE, March 26). Riots followed in strike-bound Abadan and other oil towns despite martial law and a bayonet-point roundup of Communist agitators. Three Britons were beaten to death; a dozen Iranians were shot in clashes with police; terrorists reportedly threatened to cut off the ears

of strikers trying to go back to work. Hussein Ala, Razmara's successor, ordered troops and tanks into the trouble spots and the violence abated. But last week it looked as if a showdown were approaching.

Faced with more bloodshed unless demands for seizure of the oil industry were met, Hussein Ala and his cabinet resigned. Next day the Majlis (lower house) voted unanimously to take over the \$500 million Anglo-Iranian Oil Com-

pany, asked the shah to name rabidly nationalistic Dr. Mohammed Mossadegh as premier.

In Britain and the U.S. there was deep concern. Under a 1921 treaty between Iran and Russia, any intervention in Iranian affairs by a third power could legally bring the Soviet's forces marching into the oil-rich country. In British fuel tanks Iran's oil—6% of the world's production—was important but not a life-or-death matter. In Russian tanks it might be.



Darling—you'll always pass on curves!

Warner's beautiful bras put any lovely at the head of the upper class.

Wonderful to *know* how lovely they look—how comfy they feel and fit.

Wonderful to *show* that new point of view—a curved, rounded, natural you! Some are frosted with lace... others are simply charming in Sanforized cotton. Some come in Warner's breathe-easy all-elastic

A'Lure. And naturally Warner's have marvelously fitting strapless

bras in cotton, lace or A'Lure. Yours will be *yours alone* in your very own 3-Way-Sizes. Prices from \$1.50 to \$10. At the nicest stores.

Match it with a lovely Warner's girdle. From \$3.95 to \$27.50.

Your cup size... no binding, no ripples. Warner's A to D cup-sizing fits you letter-perfect.

Your band... narrow bands, deep bands or elastic A'Lure bands fit snugly, smoothly.

Your uplift... whether you like a little lift or a lot, you can have your *own way*.

WARNER'S 3-Way-Sized Foundations and Bras

WORLD FAMOUS FOR LE CANT* • WARNERETTE*
A'LURE* • STA-UP-TOP* • FREE-LIFT*
*Reg. U. S. Pat. Off., The Warner Brothers Company
New York 16, Chicago 6, San Francisco 8

Iran's Troubles CONTINUED



ANGRY DEMONSTRATORS in Teheran demand nationalization of the oil industry. Persian phrase on the banner reads: "Let our nation be free."

CONTINUED ON PAGE 52

The finest silverplate...the loveliest patterns...

NEW!

May Queen

SPRING GARDEN

LOVELY LADY

DANISH PRINCESS

MADE BY
THE INTERNATIONAL SILVER
COMPANY

only \$8⁰⁶ for a six piece place setting!

Holmes & Edwards is superior to all other silverplate. The most used spoons and forks are Sterling Inlaid with two blocks of sterling silver where they rest on the table. Thus, should wear occur, there is sterling underneath.

Choose new *May Queen*—the enchanting new design that sparkles with gaiety and charm... classic *Danish Princess*, with its cool, Nordic beauty... romantic *Spring Garden*, for its refreshing floral note... or delicate *Lovely Lady*, with hint of yesteryear.

Start your service now! Six-piece place setting only \$8.06 each—includes knife, fork, salad fork, soup spoon and two teaspoons. For a small down payment, you may take home complete services. 8 place settings, plus 4 serving pieces and chest, only \$69.95.

HOLMES & EDWARDS Sterling Inlaid Silverplate

All patterns made in U. S. A. COPYRIGHT 1951, THE INTERNATIONAL SILVER CO., HOLMES & EDWARDS DIVISION, MERIDEN, CONN. REG. U. S. PAT. OFF.

So Chic

Yet this Emerson must pass
the extreme **CLIMATE TEST!**

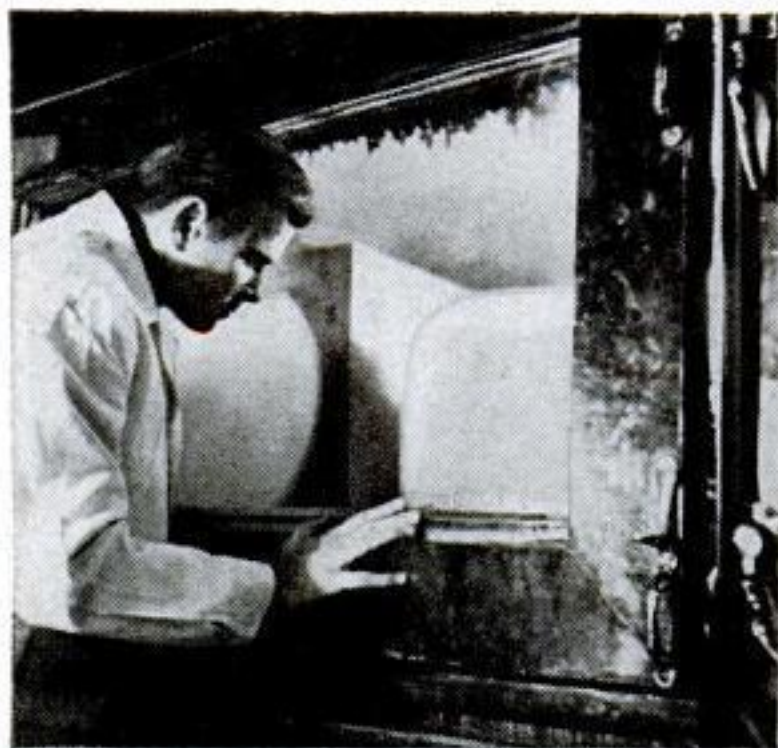
"I'm glad I own a
LIFE-TESTED EMERSON"

—says **ILKA CHASE**

The smart style of the world's clearest television is backed by *proved* performance and long life. Proved by tests more severe than years of use! Emerson Model 662, a big 14-inch rectangular picture, outstanding at only . . . \$179.95.



LIFE-TESTED for **LONGER LIFE,**
Better Performance



Performance at 37° Below! Whatever your climate, it can't equal Emerson's sealed-chamber tests! Here new models in temperatures from 37° below to a Sahara 180° prove Emerson performs where others fail!



Your Emerson Dealer Has Life-Tested Values! Like this magnificent 20-inch console, Model 694 at only \$499.95; and smart 17-inch TV Model 686 at \$349.95. Be sure to see, too, all the new Emerson LIFE-TESTED Radios.

Every 5 Seconds Someone buys an Emerson . . . America's Best Buy!

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LIFE-TESTED Television
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EMERSON RADIO AND PHONOGRAPH CORPORATION, NEW YORK 11, N. Y.
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Iran's Troubles CONTINUED



DYING OIL WORKER shot during riot is helped up by friends. Police had to fire into the crowd to stop riot which injured 30, including one policeman.

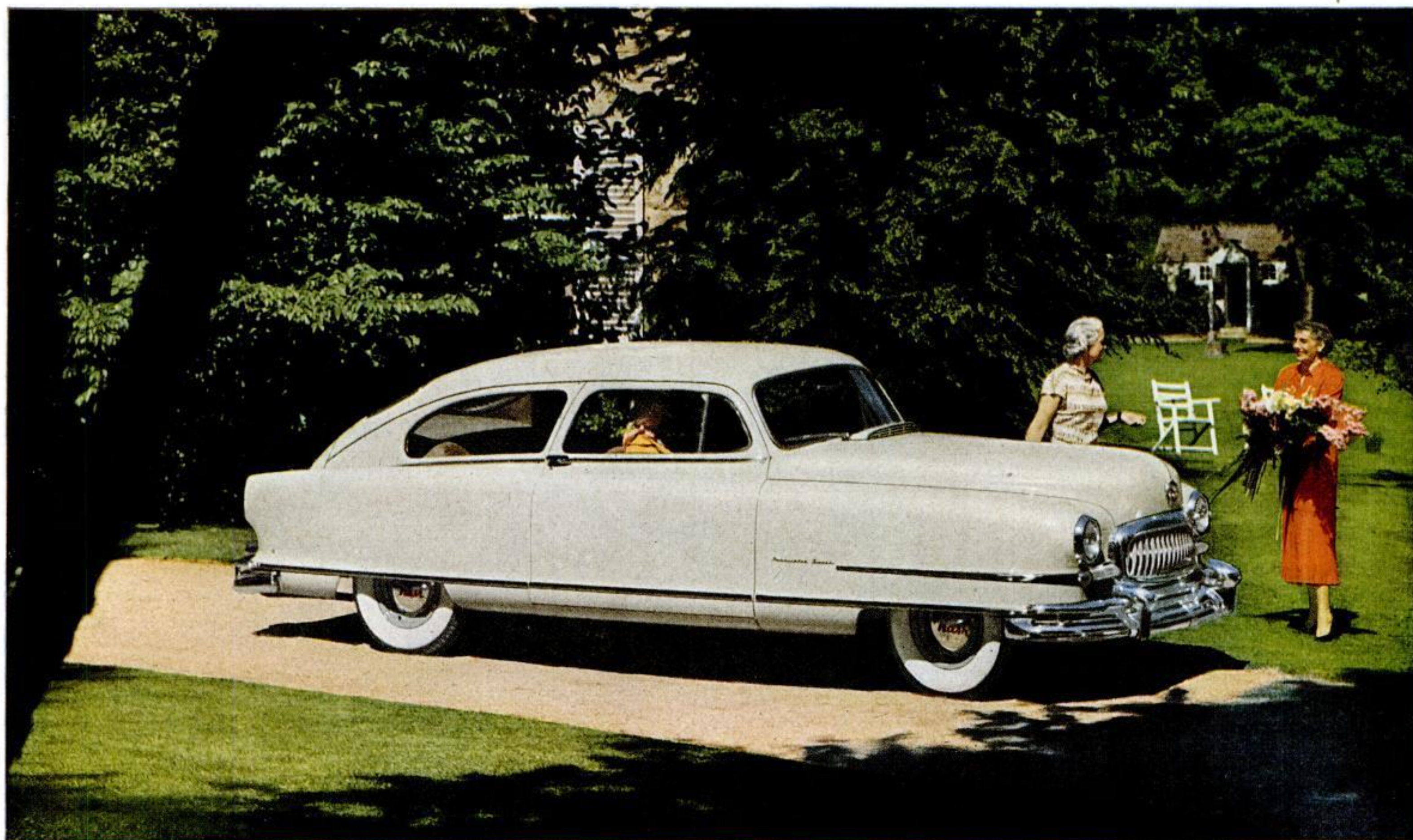


SHOW OF FORCE is made by the government as a tank rumbles through Abadan past oil workers during an attempt to quell the anti-British rioting.



BRITISH FUNERAL is held in a cemetery at Abadan by newly dug graves of two Britons whom Iranian terrorists killed during one of the riots in city.

Your **Best Bet** For the Years Ahead is the World's Most Modern Car



Twice as rigid as ordinary cars, Airflyte Construction welds massive body and frame into one super strong, lastingly rattle-free unit. Stays new years longer. It is *exclusive* with Nash!



The "Sleepingest" Seat ever put in a car! Five ways adjustable, for cat naps or serious snoozing. And there's no ride so gently restful, with Nash coil-springs pillowing all four wheels.



Next stop, 500 miles away! No other full-size car goes so far on a single tankful of gas as a Nash Statesman. Yes, over 25 miles on a gallon of "regular", at average highway speed.



Not a hair out of place. Every breath of air in a Nash is filtered, freshened, warmed if needed, and distributed without drafts—by the exclusive Weather Eye Conditioned Air System.



Smashing All Records for miles to the gallon in 1951 Mobilgas Economy Run, a Rambler Convertible Sedan with overdrive got 31.05 miles a gallon—average speed of over 41 m. p. h.



Rambler All-Purpose Sedan. Both the Custom Station Wagon and the Super Suburban (above) are double-duty...family sedans that can quickly turn into heavy-duty haulers.

IT'S HARD TO BE PRACTICAL about a car that's as much fun as a 1951 Nash Airflyte.

But maybe one should be. No one knows how long your next car will have to last you.

You're so much safer, facing the future, in a new Nash Airflyte.

This is the *one* car with extra years of service built into it—*welded* into its unique Airflyte Construction.

This is the *one* car that delivers an *extra* five and more miles to the gallon than other cars its size—and on *regular* gasoline, too.

This is the *one* car built for those trips other cars have denied you—the one car with the comfort of home, even to sleeping arrangements.

Got a car that's wearing out? Do what others are doing. Trade it now for a Nash and have wonderful years ahead. Sixteen value-priced models to choose from! See your Nash dealer.

**Before You Decide, Take an Airflyte Ride
—in the World's Most Modern Car**

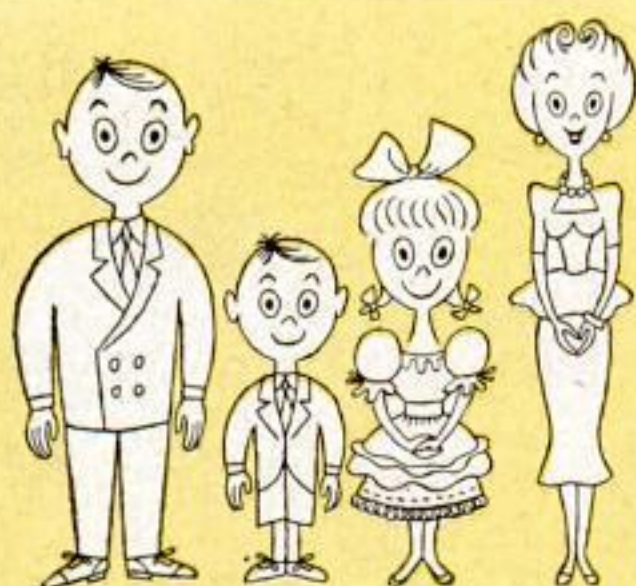
Nash
Airflyte

The Ambassador • The Statesman • The Rambler
Nash Motors, Division Nash-Kelvinator Corp., Detroit 32, Michigan



Family's Alone

...and you've had a busy day. So serve this quick dessert — chilled Hunt's Heavenly Peaches. Keep a can in your refrigerator — ready in 2 minutes! Quality's high — price is down-to-earth!

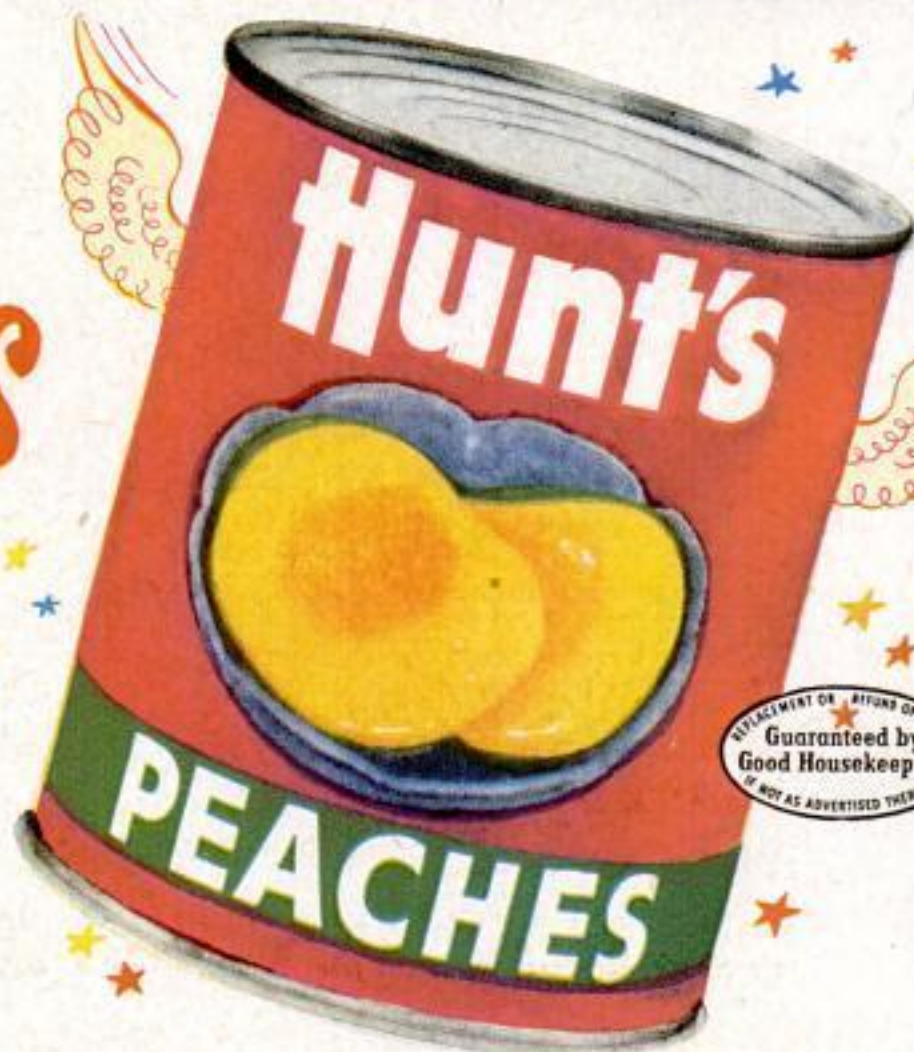


Company's Coming

...and you want something really special. Make this Peach Upside-down Cake with Hunt's Heavenly Peaches. What compliments you'll get! See the easy recipe below.



**Hunt's
Heavenly Peaches**
at down-
to-earth-
prices!



Peach Upside-down Cake

3 tbsp. butter $\frac{2}{3}$ cup brown sugar
1 tsp. nutmeg

1 No. 2½ can Hunt's Peach Halves, drained
4 maraschino cherries, cut in half
1 recipe plain cake or gingerbread

Melt butter in 9x13x2-inch baking pan. Press sugar into butter. Sprinkle with nutmeg. Place peaches and cherries, cut side down on sugar. Cover with cake or gingerbread batter. Bake in moderate oven (350° F.) 50 to 55 minutes or until done. Makes 7 to 8 servings.

Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.

MISS STANFORD WEDS MR. GUMP

Sudden ceremony in Reno unites
two well-known San Franciscans

Two of the most noted names in northern California were joined together in matrimony last week. In a surprise ceremony at Reno, Nev., Robert Livingston Gump, wealthy eldest son of the late Abraham Livingston Gump, millionaire dealer in Oriental *objets d'art*, married Sally Stanford, who has a police record as the keeper of a San Francisco disorderly house. In fact she admits having run the most exclusive establishment of its kind in the U.S.

Each is 47 and has been married twice before. Mr. Gump explained that he and his late father both had known Miss Stanford for some 20 years, but that it was only within the last three years or so, a time corresponding to Miss Stanford's retirement from the management side of her business (the only side she ever was in), that he had actively sought her hand.

She has recently engaged in a completely virtuous bar-and-restaurant business in Sausalito, across the bay from San Francisco, and it was to this that the couple returned for their bridal breakfast after a brief ceremony. Meanwhile the Gump firm published an announcement reminding that Mr. Robert Gump was no longer connected with the store.

He has recently been employed as a radio news commentator and successfully predicted the outbreak of the Korean war the day before it began (although unfortunately his tape-recorded prediction was never broadcast). Mrs. Gump is best known as the former operator of 1144 Pine Street, a handsome establishment (*next page*) furnished with many rare antiques including a Roman bath 9 feet in diameter. Here over the years "Miss Stanford" (real name—Mabel Busby) and her specially selected young hostesses entertained princes and shahs, movie stars, state and national dignitaries; some of her customers even brought their wives. Perhaps her widest fame came when she played hostess to men of many lands attending the San Francisco U.N. Charter conference in 1945.

Although Mrs. Gump, who retired from her career with a reported million-dollar fortune, has a very comfortable home at present (*right*), both she and her husband, yearning for the old house on Pine Street, plan to move back soon.

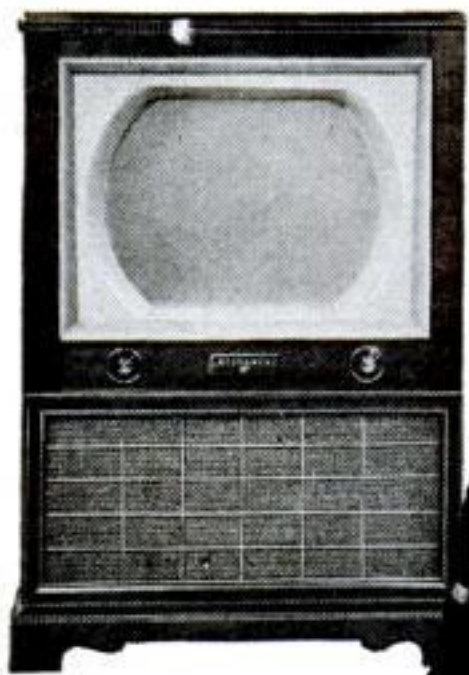


THE HAPPY COUPLE poses in Mrs. Gump's *fin de siècle* mansion in Pacific Heights, furnished like

all her houses with valuable antiques. The flowers in her pompadour have long been her trademark.

Diana Lynn Says:

"I'm not the superstitious type, but there's one sign I do believe in... that's the Sylvania sign for finest radio and television service."



Now you, too, can enjoy true-to-life radio performance, and keep television reception clear as a polished mirror by calling the expert who displays this Sylvania sign. He uses those long-lasting, super-quality Sylvania tubes.



SYLVANIA

RADIO AND TELEVISION PICTURE TUBES

Sylvania Electric Products Inc. also manufactures Television and Radio Sets; Photolamps; Light Bulbs; Electronic Products; Electronic Test Equipment; Fluorescent Tubes, Fixtures, Sign Tubing, Wiring Devices

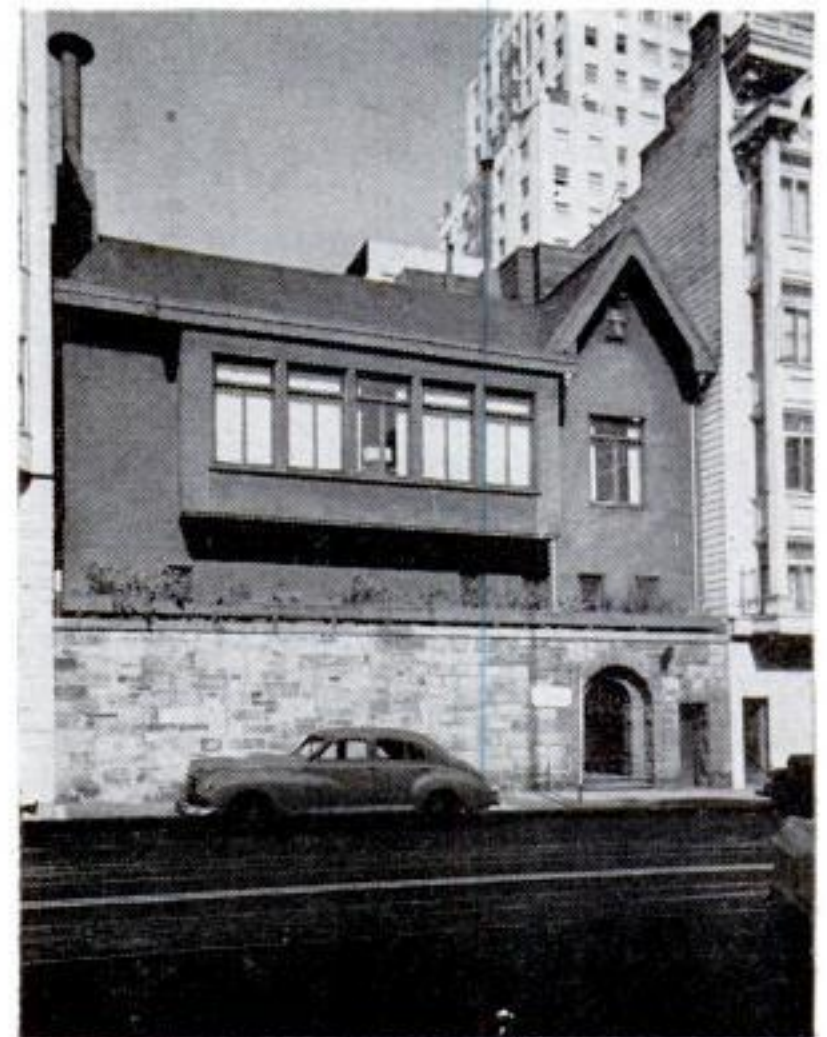
Gump-Stanford CONTINUED



GUMP SR. (left) and son Robert helped open a Los Angeles art exhibit in 1939. Son Dick now runs the Gump firm and is soon to publish a book, *Good Taste Costs No More.*



BEATEN UP in 1947 by two thugs who invaded her home bent on robbery, Miss Stanford is treated by ambulance attendant. Police promptly launched manhunt for thugs.



ILL-FAMED HOUSE on Pine Street, which had been designed by Stanford White to imitate a Pompeian court, had few windows. Recently it has been an antique shop.



Dry, Clear... and Delicious

...as only Gilbey's can make it. Gilbey's is naturally clear, crystal clear. It has the complete dryness and the right proof... 90 proof... for perfect mixing and perfect taste.

90 Proof. 100% grain neutral spirits.
National Distillers Products Corp.,
New York, N. Y.

The world agrees
on "GILBEY'S Please"



People prefer **GILBEY'S GIN**... the international favorite





SYMMETRICAL SPLASHES CURL OVER SWIMMERS' BACKS AS THEY PLUNGE OFF MARK IN TRIAL HEAT OF 220-YARD BREAST-STROKE CHAMPIONSHIP AT COLUMBUS

HOW FAST CAN A MAN SWIM?

Two record-smashers, Dick Cleveland and John Marshall, suggest some answers at championship meet

Johnny Weissmuller, the human fish of the 1920s, astounded the world by swimming 100 yards in the unbelievable time of 51 seconds. No human, it was thought at the time, would ever swim that far that fast again. But humans did. During this year's National A.A.U. swimming championships at Ohio State a swimmer from Michigan State did the "hundred" in 50.1, and another one from New York A.C. was clocked

in 50.7—and all it got them was second and third places. Dick Cleveland (*opposite page*), a 21-year-old Ohio State freshman who grew up in Hawaii, swam it in 50 seconds flat to win.

The water's newest wonder boy, Cleveland is currently busy helping Yale's great John Marshall (*LIFE*, April 17, 1950) prove that swimming records are made only to be broken. Earlier this year Dick swam the fastest "hundred"

ever swum by man, a world-record 49.6 that shaved 1/10th of a second off the mark set in 1944 by Yale's Alan Ford. This time, however, no one suggested the record would stand forever. Most coaches were loath to give an opinion on how fast a human could go through water. They were as noncommittal as Yale's shrewd Bob Kiphuth who explains: "What I might say today might make me look silly tomorrow."



APPROACHING TURN, Dick Cleveland judges the distance underwater and then closes his eyes. When he touches, his legs double up under him for push-off.

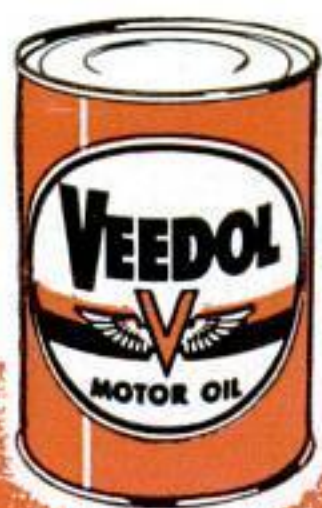


LEAVING TURN, Cleveland's body blends with bubbles as he gets ready for powerful push-off. A good turn can be difference between winning or losing race.



Advanced Convertible Three-Seater designed by Richard Arbib for the VEEDOL "Dream Car" Salon

FOUND WHEREVER FINE CARS TRAVEL



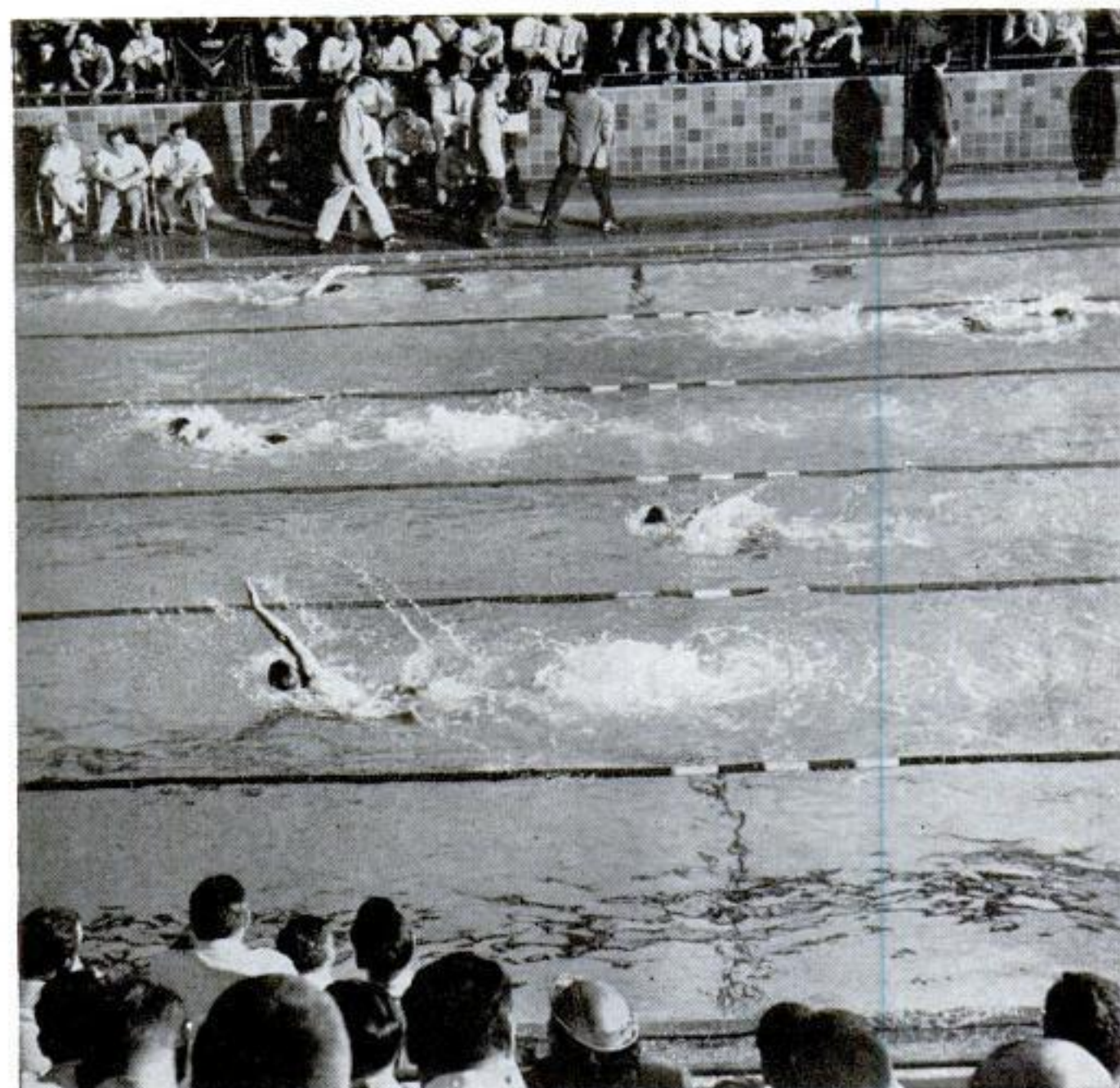
NEW VEEDOL

100% Bradford Pennsylvania
The World's Most Famous Motor Oil

New VEEDOL combines the advantages of 100% Bradford, Pennsylvania, crude—finest and most expensive in the world—with ultra modern processing and refining techniques and carefully selected additives. That is why New VEEDOL goes far beyond mere "premium type" motor oil performance to keep fine motors safer, cleaner, smoother-running.



Swimming CONTINUED



THE 60TH LAP of 1,500-meter qualifying race shows Marshall (foreground) plowing doggedly along. Actually he is more than a lap ahead of competition.

HOW MARSHALL SETS RECORDS

1931	JOHN WEISSMULLER	4:52
1941	JACK MEDICA	4:40.8
1946	BILL SMITH	4:38.5
1951	JOHN MARSHALL	4:31.2

4 MINUTES—10 SEC. 20 SEC. 30 SEC. 40 SEC. 50 SEC.

IN 20 YEARS 20 SECONDS HAVE BEEN CUT OFF WORLD'S 440-YARD RECORD



MARSHALL RELAXES AFTER RACE

In 24 years of hard competition the standard for 100-yard sprinters has risen sharply, but less than two seconds fell from Weissmuller's old mark. The great erosion has occurred in the 440 (see chart above) where Chicago's Medica chopped 11 full seconds from Weissmuller's record and Bill Smith lopped off two more. Then Australia's John Marshall (left) went to work.

Marshall threatened his own world mark of 4:31.2 as he splashed home at Ohio State last month. He missed breaking it by a fraction of a second and won every free-style title he swam for—220, 440 and the long 1,500 meters, which he swam faster than any human has before but could not claim as a record because it was done on a short course with more turns.

The secret of Marshall's greatness is the fact that he does not save himself in the early laps. Says Michigan's Coach Matt Mann, "He has a style like nothing you ever saw. He has streamlining, but mostly he just gets in the water and goes like hell."

It calls for great stamina and superb conditioning. Other coaches, rising to the challenge, are demanding more of the same from their swimmers. As a result the entire standard of middle-distance swimming has skyrocketed. After Marshall's great show at Columbus, one of his countrymen, former Lord Mayor of Melbourne, gave him his medals and, in happy confusion, said, "Within 10 years you will see the waters of this and other pools burned up by speeds you have never seen before."



(ABOVE)

A feast for the eyes and palate! This Spring Beauty Salad features succulent sections of Florida's "bracer-fruit"... grapefruit. Place bowl in center of platter; into bowl, heap snow-white mound of cottage cheese. Top with grapefruit sections and rosy strawberry slices. Surround bowl with grapefruit sections (as illustrated). Serve with bowl of crisp salad greens and a choice of dressings. Watch sunny appetites develop around your table!

(LEFT)

At breakfast, lunch or dinner—and between meals too— there's nothing that refreshes like a big bracing glass of Florida grapefruit juice, or blended grapefruit and orange juice. Serve chilled—in tall glasses. Garnish with slices of Florida orange or lime and gay sprigs of mint.

(LEFT)

A tisket . . . a tasket! These green-and-yellow baskets make a charming first course for spring and summer meals. Cut fresh Florida grapefruit in half. Make basket "handles" by cutting strips of peel (as illustrated) slightly less than halfway around each side of fruit. (Be sure to leave about 1/2 inch of peel uncut on each side so "handles" remain attached to fruit.) Loosen grapefruit sections with knife. Gather "handles" in center and tie with ribbon and flower. In center of grapefruit, place spoonful of mint jelly or other preserve. Your grapefruit basket is ready to serve!

For meals that "sing" of spring, serve

Florida's "Bracer-Fruit"



Grapefruit

So good for your family—and so wonderfully easy to serve!

Florida grapefruit is the refresher fruit . . . the "bracer-fruit" America needs today. It helps keep resistance up, fatigue down.

Natural growing conditions give it that very special Florida flavor . . . tangy, zestful . . . like no other grapefruit grown anywhere!

Florida grapefruit is rich in fruit sugar.

Bursting with juice. Loaded with Vitamin C. (Your body doesn't store this precious vitamin—it needs a fresh supply daily.)

So serve Florida grapefruit often—at breakfast, lunch, dinner—anytime during the day. Serve it the attractive ways illustrated here.

Help yourself and your family to health this pleasant Florida grapefruit way!

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA



Serve the fresh fruit, halved, or in other delicious ways. It's loaded with juice, flavor and the precious Vitamin C you need daily.



Serve the canned sections . . . or Citrus Salad (canned grapefruit and orange sections mixed). Naturally sweet. Or with sugar added.



Serve the juice from cans. Full-strength, as squeezed from the fresh, tree-ripe fruit. Also grapefruit and orange juice blended.



Serve the juice, fresh-frozen . . . in concentrate form. 1 can of fresh-frozen concentrate gives 1 1/2 pints of full-strength grapefruit juice.



It's still the thing to do...

"Kiss the bride!" Today, just as he did in 1847, the groom leads all the rest in this gay prerogative.

It's still the thing to own...

And again this year, more brides are choosing 1847 Rogers Bros.—America's finest silverplate—because of generations of mother-to-daughter recommendations.

It's natural. For 1847 Rogers Bros. brings you priceless tradition, quality and beauty of design. Patterns with an *extra* enchantment. A perfection of balance and detail, a richer, deeper ornamentation found only in finest silver.

Yet, 1847 Rogers Bros. is easy to own! There are combinations for every need... starting as low as \$39.75 for a service for 6. And ranging up to a lifetime service for 12, 139 pieces, \$177.75. No Federal tax. See your silverware retailer for easy terms.

GOWN BY CEIL CHAPMAN



NEW! Daffodil. Spring-song in silver. Lovely, lilting design for the young in heart.

Remembrance. A dainty, romantic pattern. First choice of those who love tradition.

Eternally Yours. Beautiful, unusual.

Openwork design that's rarely found in silverplate.

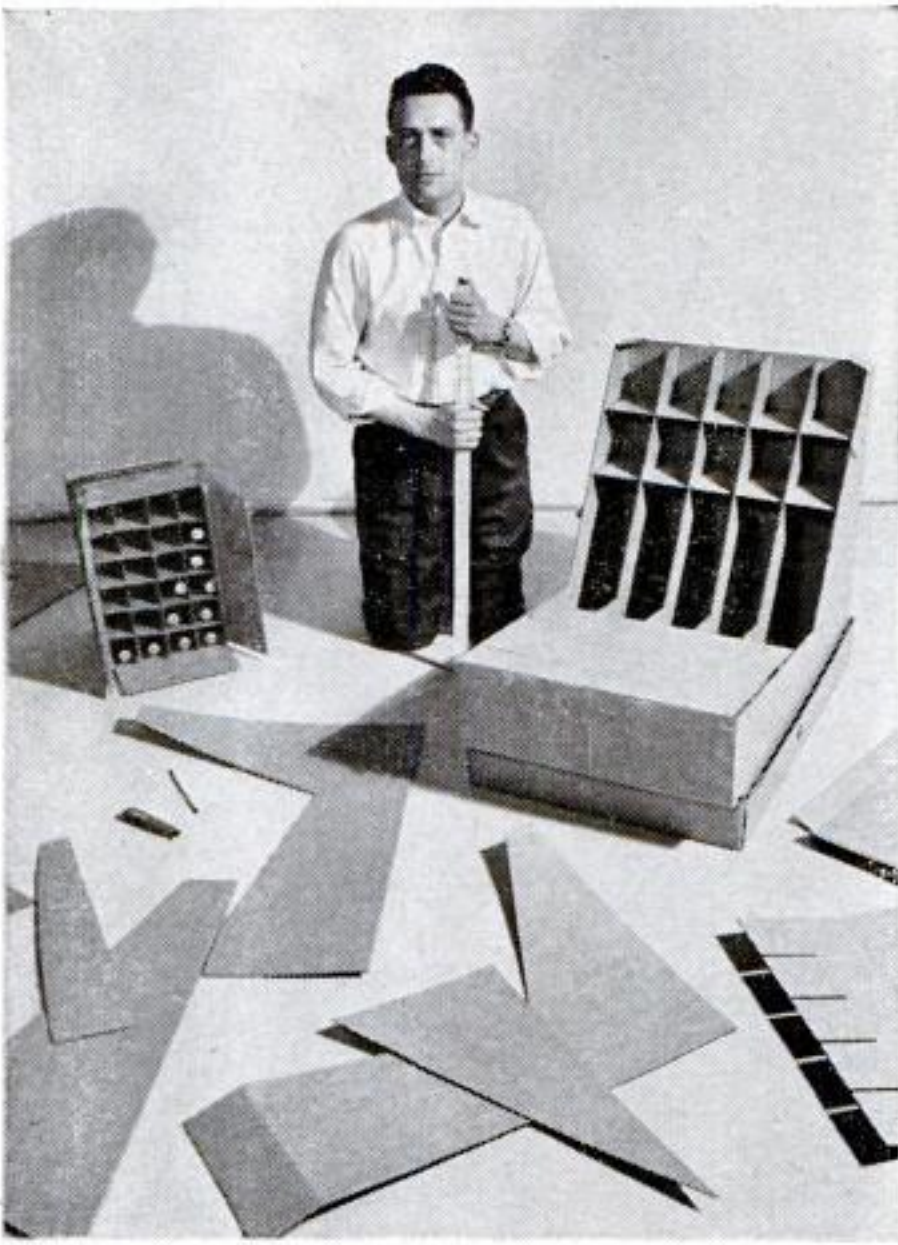
First Love. Delicate flower-and-scroll motif, adaptable to period or modern decoration.

Adoration. A pattern of simple elegance, ideally suited for monogramming.

1847 ROGERS BROS.

America's Finest Silverplate

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SMITH, CHAIR AND INSPIRATIONAL BEER CARTON

PAPER CHAIR

Beer carton inspires state cop to design some cheap furniture

While visiting some friends in West Virginia last year, an Indiana state policeman named Earl Dallas Smith spent a whole evening at a party sitting on a cardboard beer carton. Impressed by the carton's sturdiness, Smith decided that the principle of cross-hatched, corrugated fiberboard, which gives the container its strength, might be applied to furniture design (*above*). In his spare time, Smith began scissoring his way into the furniture business. He cut out some cardboard forms, fitted them together, covered them with fabric and cushions and sat down. The chair felt very comfortable. He made another, took the two to Chicago and received so much praise from buyers that he soon went into commercial production.

Smith's chair has withstood the impact of 750 pounds of dead weight dropped on it and can absorb most of the punishment even an out-sized human being can give it (*right*). It can be treated with a chemical to make it noninflammable, and liquids can be spilled on it since the frame and cushions will absorb them, leaving the inner cross-hatching unaffected. Shipped knocked-down, with cotton-twill slipcover and cushions of a rubberized wool product, the simplest chair will sell for around \$20 (a similar chair built with wood frame and upholstery usually costs about \$50). Smith has also designed an armchair and a sectional sofa and has filled his Indianapolis home with other concoctions, including cardboard twin beds for his two sons.

JUMPTEST is given \$20 chair by a 350-pound model. Slip covers come in choice of patterns and colors. Chairs will be sold by L. S. Ayres Co. of Indianapolis, Ind.



It's written in the Stars!

HAIG & HAIG
4/5 QUART 86.8° PROOF
★ ★ ★ ★ ★
FIVE STAR
Blended Scotch Whisky
100% SCOTCH WHISKIES
BLENDED AND BOTTLED BY
HAIG & HAIG
LIMITED
Markinch & Edinburgh, Scotland
SPECIALLY SELECTED
PRODUCT OF SCOTLAND
DISTILLED IN SCOTLAND
AND BOTTLED IN THE UNITED KINGDOM
UNDER GOVERNMENT SUPERVISION

... say

FIVE STAR
Haig & Haig

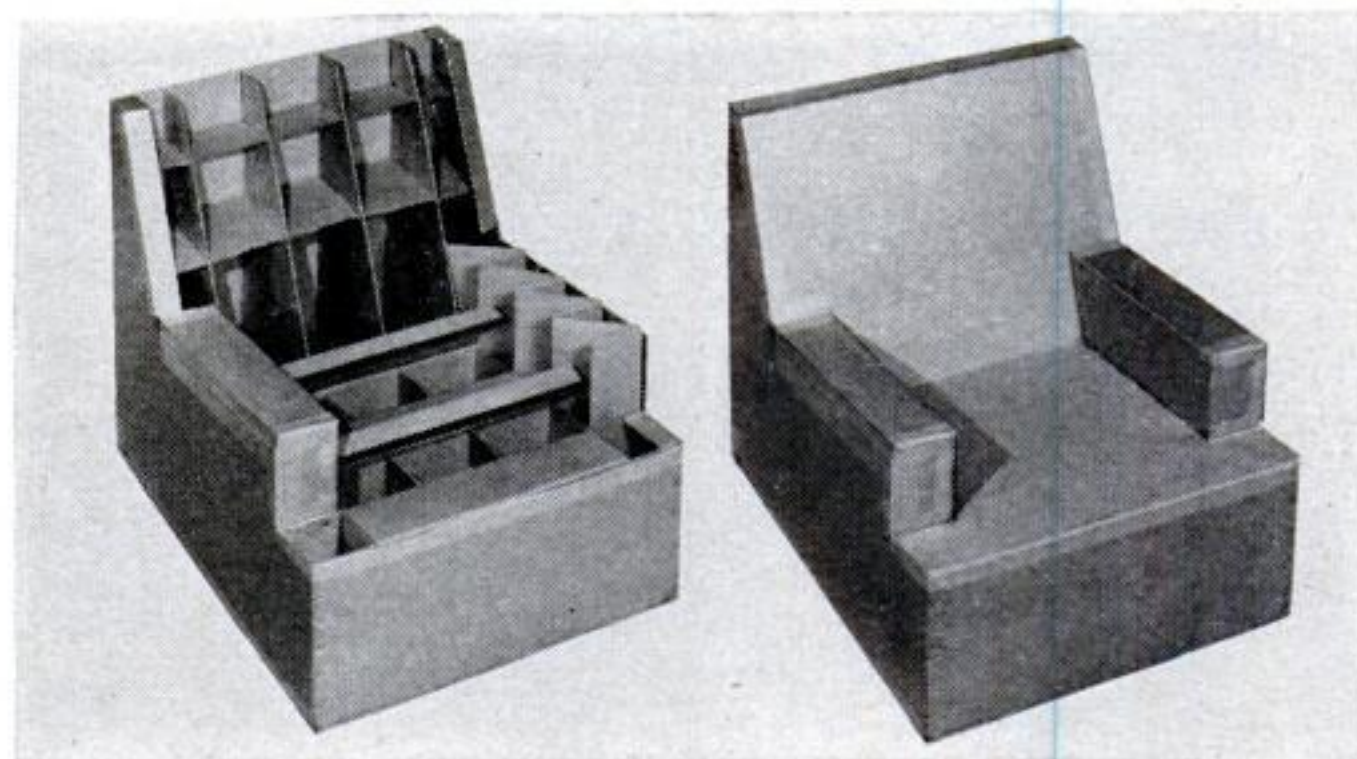
BLUE CHIPS
by
RENFIELD

BLENDED SCOTS WHISKY • 86.8 PROOF • RENFIELD IMPORTERS, LTD., N. Y.

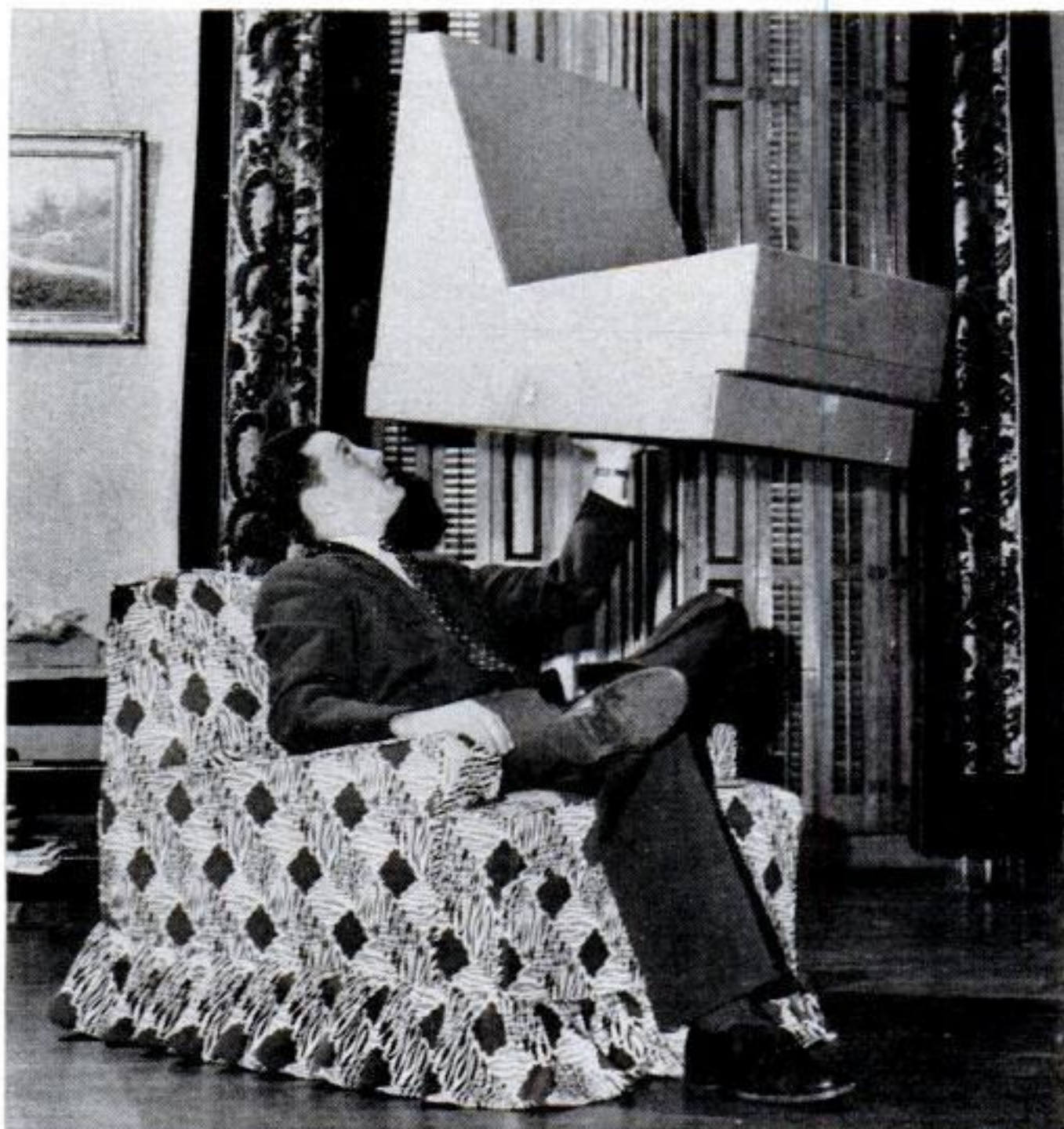
Paper Chair CONTINUED



WATER TEST was given the chair by Smith outside his furniture office. It remained just as strong. Then he threw it off the roof. It was hardly dented.



UNCOVERED ARMCHAIR has larger and stronger frame because of the arms, will sell for about \$30. A similar traditional armchair costs about \$75.



MUSCLE TEST of the coverless armless chair, which weighs only 8 lb. 2 oz., fails to strain debonair Inventor Smith, who is sitting in a cardboard armchair.

Could any American woman say "Yes" to these questions?



1. Do you find it loads of fun to wash the dishes—to spend over 200 hours every year slaving over the kitchen sink?



2. Do you enjoy having red, rough, dishpan-soaked hands? Sticking them in hot, dirty dishwater three times a day?



3. Would your husband rather help you do the dishes than read the evening paper or watch his favorite television show?

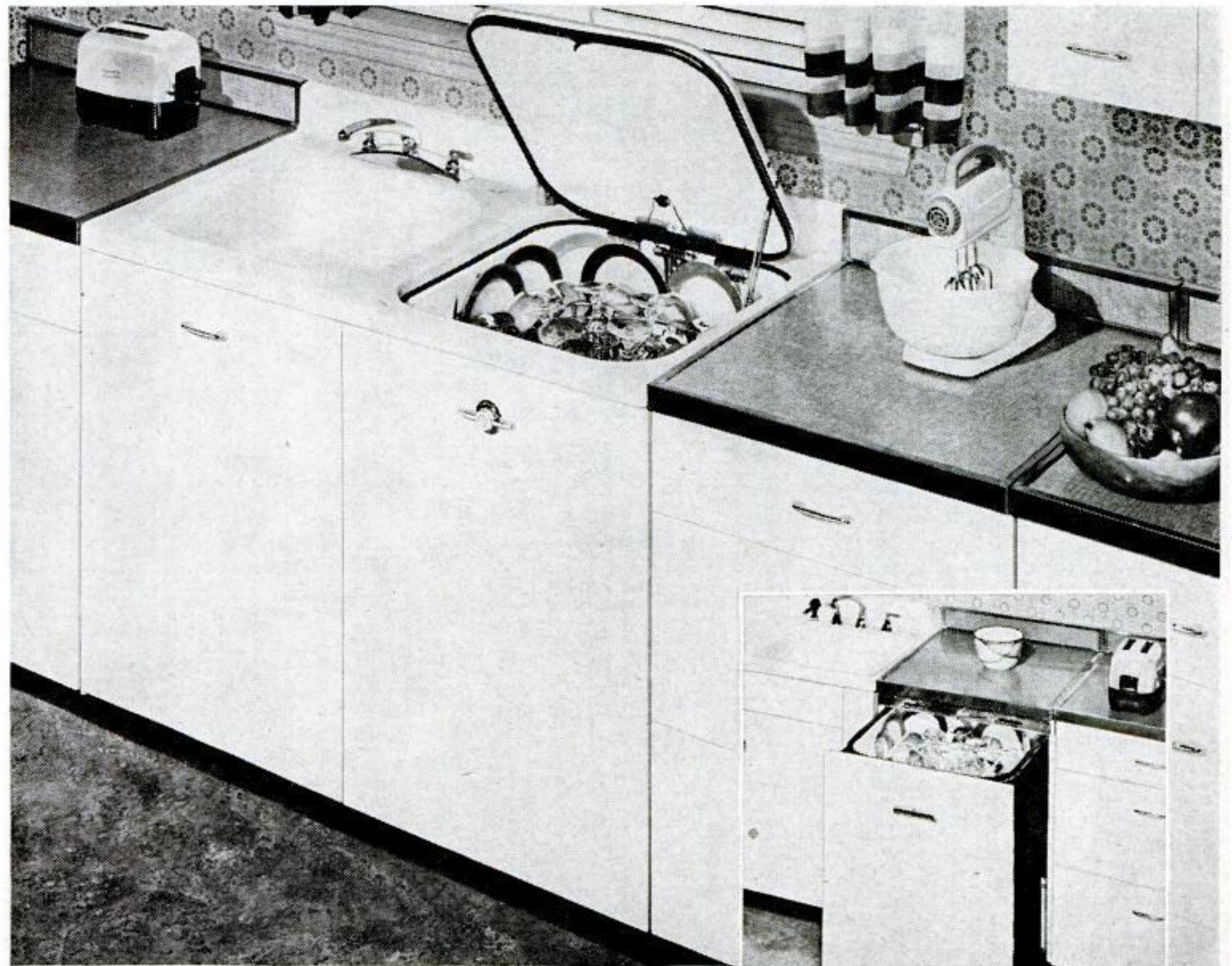
IF YOUR ANSWER to these three questions is a crisp, quick "NO" what you need is a General Electric Automatic Dishwasher!

With this wonderful new work-saver you'll be able to lead a new life.

You'll never have to wash another stack of dirty dishes. Save your hands from dishpan-soaking! You'll *always* have hours of precious extra time on your hands. Extra daytime hours to devote to shopping, calling on friends, or to other daily routine. Extra nighttime hours for amusement and relaxation.

Here's how the G-E Dishwasher goes to work for you!

- All you do is turn *one* simple control—and your dishes, glasses, pans and silver are washed, rinsed and dried—*sparkling clean*. Your G-E Dishwasher is completely automatic!
- You're provided with extra heat the instant your dishwasher starts. The Calrod® heating unit sees to that! It keeps water hot during double wash—double rinse. Your dishes are washed to hygienic cleanliness!
- Electrically heated air is circulated up around the racks, doing quickest and best drying job you ever saw! Your dishes... glassware... all come out crystal bright.
- And you get years and years of top-quality performance. General Electric's famed "long-lasting dependability" is built into every G-E Dishwasher!



Here's how a G-E Dishwasher can be installed in your kitchen: (1) As part of the complete G-E Sink (illustrated above). (2) As a separate unit that fits under your present counter (shown at right). (3) As a separate unit that stands alone.

FREE DEMONSTRATION! Ask your G-E dealer to show you the G-E Dishwasher today! General Electric Co., Bridgeport 2, Conn. (Trim and specifications subject to change without notice.)



New, Front-Opening G-E Dishwasher fits under existing counter top—glides out from under counter smoothly and easily. Only G. E. offers you this choice of models—dishwashers to fit every kitchen need.

You can put your confidence in—

GENERAL  ELECTRIC

Artcarved

DIAMOND AND WEDDING RINGS



Gown by JAY THORPE

The loveliest ring you can choose

... to show her how much you care. To be sure of unquestioned value, choose a ring marked *Artcarved*, a name honored among jewelers for more than 100 years. Only a few diamonds in a hundred measure up to *Artcarved*'s high standards on all four value counts—color, clarity, cut and carat weight. These selected few—never before worn—are cut according to standards established in *Artcarved*'s own cutting plant to bring out all their beauty and fire—then mounted in rings, carved for lasting beauty by *Artcarved* craftsmen. The savings made possible by this all-in-one organization make every *Artcarved* ring an outstanding value for the price. Registered and guaranteed *Artcarved* diamond rings sell at nationally established prices from \$75 to \$5000, wedding rings from \$8.

For your protection look for the name *Artcarved* in the ring, on the tag.

- A. CANTERBURY SET. Engagement Ring, \$525. Also from \$125 to \$2000. Bride's Wedding Ring, \$9.25. Groom's Ring, \$17.50.
- B. LIDO SET. Engagement Ring, \$150. Also from \$100 to \$400. Bride's Circlet, \$69.50.
- C. OAKDALE SET. Engagement Ring, \$400. Also from \$187.50 to \$2000. Bride's Diamond Circlet, \$175.00.
- D. WESTON SET. Engagement Ring, \$225.00. Also from \$162.50 to \$1300. Bride's Diamond Circlet, \$92.50.
- E. RIVIERA SET. Engagement Ring, \$187.50. Also from \$69.50 to \$1250. Bride's Wedding Ring, \$16. Groom's Ring, \$21.50.
- F. SERENITY SET. 14K Gold. Groom's Ring, \$27.25. Bride's Ring, \$19.

Prices include Fed. tax. Subject to change without notice.
Rings enlarged to show detail. *Trade Marks Reg.

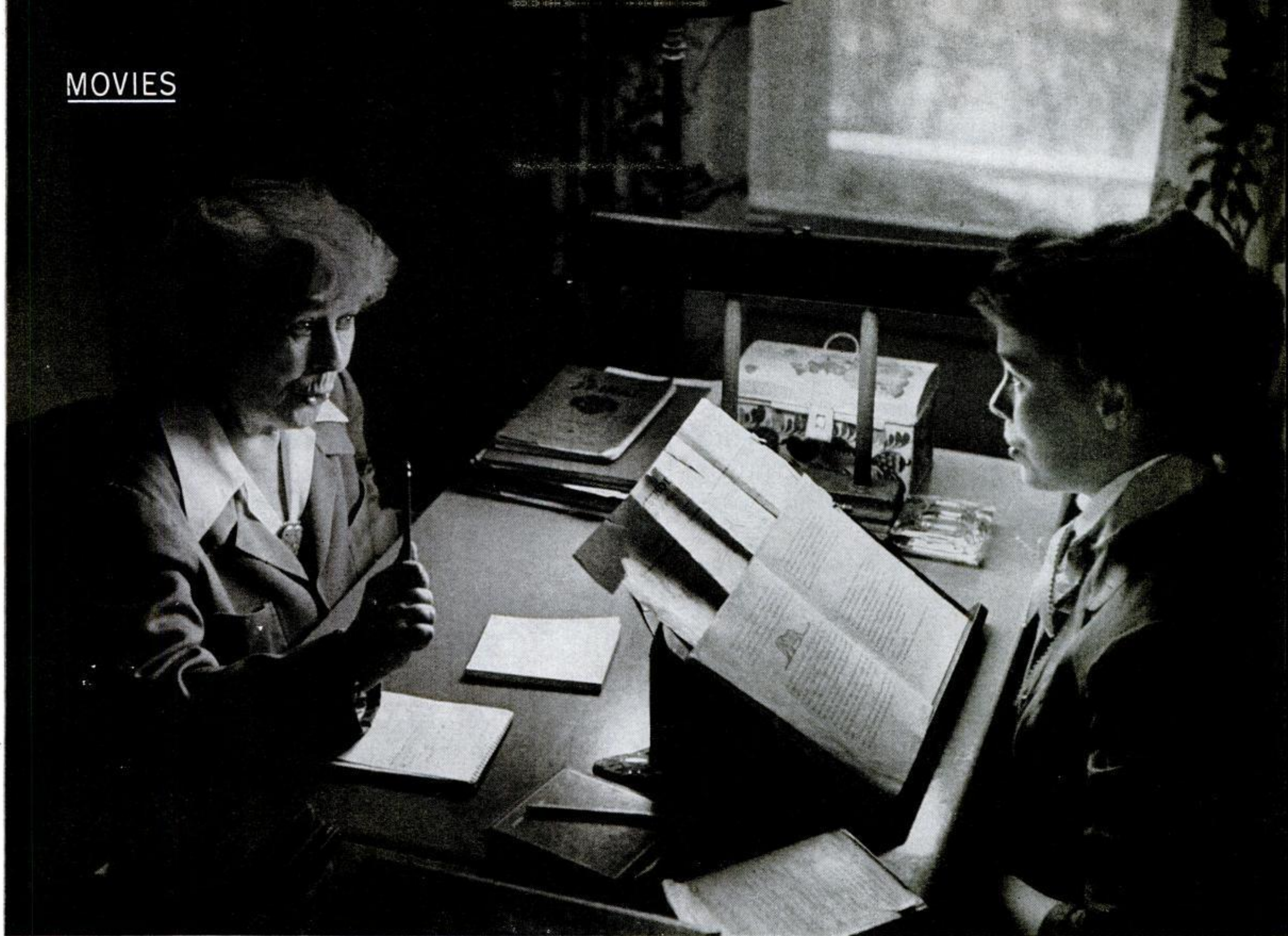
FREE! "How to Select Your Diamond Ring," a new booklet that can save you money. Write to J. R. Wood & Sons, Inc., Dept. L-7, 216 E. 45th St., New York 17, N. Y.

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Artcarved. Beloved by brides for more than a hundred years



PHYLLIS STUDIOUSLY PURSES UP HER LIPS TO MAKE THE PROPER GALLIC "U" SOUND UNDER THE GUIDANCE OF HER FRENCH INSTRUCTOR, GERTRUDE FOGLER

STUDIOUS STARLET

Phyllis Kirk finds being bright only slight handicap in Hollywood

Lives of starlets all remind us of sun, swimming pools, *Ciro's*; of bare shoulders, ermine wraps and choices as *The Girl We Would Most Like To Peel* by the Skinless Grape Association. Credit Phyllis Kirk (cover) with at least a brave try to break out of the pattern. Phyllis spends most of her spare time improving herself—learning French, singing and dancing, browsing in bookstores and listening to classical records. She has her own ideas about her acting career and goes

about them with an independence which is rare in Hollywood. She defied her first boss, Sam Goldwyn, when he told her to turn her shirt collars down. She keeps after her new bosses, M-G-M (below), to give her the kind of snappy, intelligent role that she is best suited for. It must be admitted she hasn't had much success so far. The parts she has actually had in movies (p. 71) might just as well have been acted by one of the bare-shouldered students from *Ciro's*.



BEARDING A PRODUCER, Phyllis, with no actor's agent at her elbow, sits down across from M-G-M's Armand Deutsch at the studio commissary, tells him



with a Katharine Hepburn brand of hauteur what kind of parts she should be getting, contemplates with a pretty pout (right) the apparent failure of her mission.





Solid Comfort!



"WHAT A NICE
FEELING TO BE ABLE
TO RELAX, WHITEY!"



"YES, BLACKIE,
IT'S ASSURING
TO KNOW THAT THE
QUALITY AND CHARACTER
OF BLACK & WHITE SCOTCH
NEVER CHANGE."



"BLACK & WHITE"

The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

Phyllis Kirk CONTINUED



DANCE STUDIES (once a day when she is not working) find Phyllis doing some bar work under the guidance of Jeanette Bates, instructor at M-G-M.



DRAMATIC STUDIES are conducted with old-fashioned gusto by Lillian Burns, who is the wife of Director George Sidney (*The Three Musketeers*).



SINGING STUDIES, another of the services provided by the studio, have no professional goal in view. "I'm nothing but a shower singer," says Phyllis.

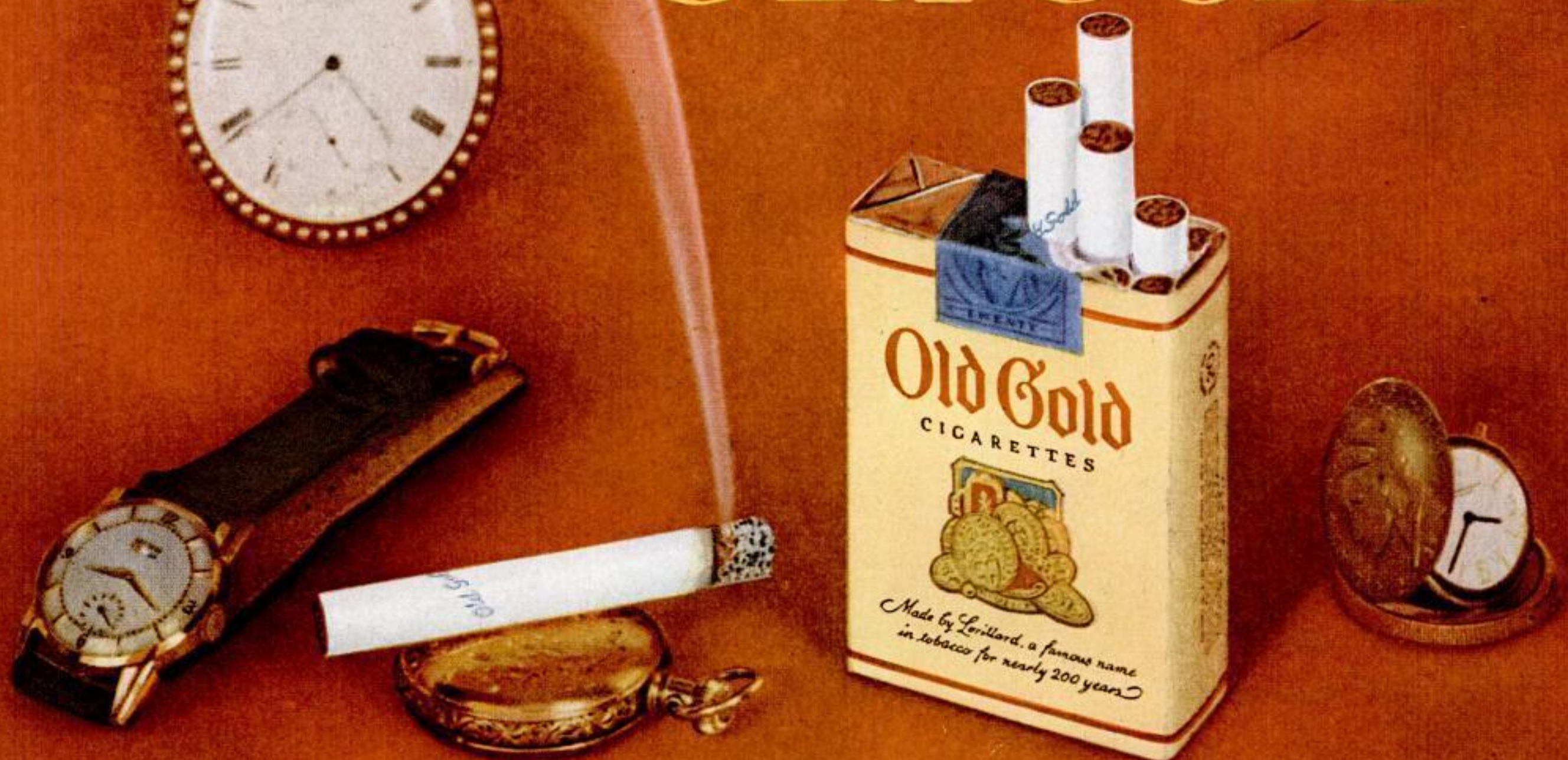
[CONTINUED ON PAGE 71](#)

We ask just enough of
your time to say...

If you want
a Treat
instead of a
Treatment...

smoke

Old Gold





The Beer that made Milwaukee Famous



How to pamper a husband

When a grass-cutting husband lies down on the job, it's a wise wife who hurries Schlitz to the hammock.

More folks (including husbands) like the taste of Schlitz than any other beer.

In fact, Schlitz tastes so good to so many people that it's . . .

The Largest-selling Beer in America

See Television's Biggest Hit:
Schlitz presents
"The Pulitzer Prize Playhouse"
Stars of stage and screen direct from
New York. Over ABC every Friday

Hear Radio's Brightest Comedy:
Mr. and Mrs. Ronald Colman
star for Schlitz as
"The Halls of Ivy"
every Wednesday over NBC

Phyllis Kirk CONTINUED

HER PROFESSIONAL APPEARANCES



HOLLYWOOD DEBUT was *Our Very Own* (1950), with Ann Blyth, in which Phyllis reluctantly turned blond. Part consisted mostly of smiles and simpers.




HOLLYWOOD ASSURANCE is shown by Phyllis as she makes up for a scene in her second film, *Two Weeks with Love*.





HOLLYWOOD REHEARSAL turns to comedy as Phyllis and Farley Granger, preparing for acting class, take a break while Phyllis takes a peek at script.

**Sealed Power
MD-50
STEEL OIL RING**
best even in
BADLY TAPERED
and
OUT-OF-ROUND CYLINDERS

**Sealed Power
CHROME-
FACED
PISTON RINGS**
FOR
TRIPLE MILEAGE!


End Oil Waste


End Gas Waste


Restore Power!

For maximum mileage and peak power, you need the world's finest oil control ring—the Sealed Power MD-50—and Sealed Power Chrome-Faced Rings. Sealed Power Chrome-Faced Rings are built to give triple mileage! Tell your dealer you want Sealed Power Piston Rings—the rings used by manufacturers of over 80% of all passenger cars! Write for "7 Ways to Save Oil," and free booklet proving Sealed Power superiority. Sealed Power Corp., Dept. M-5, Muskegon, Mich.

©1951,
Sealed Power Corp.



Sealed Power
PISTON RINGS
BEST IN NEW CARS! BEST IN OLD CARS!

Timely Tips by Little Lulu



HOW DO YOU SCORE ON THESE HELPFUL WAYS TO SAVE?



What's a "saving" way to clean dust mops?

- ☐ Shaking ☐ Vacuuming

No dusty "map"—not when you de-dust the mop via vacuum cleaner! It's a face saver. Like Kleenex tissues. After cold-creaming, see how gently soft, absorbent Kleenex lifts out the day's dirt—lures die-hard makeup from delicate complexions. A special process keeps this tissue *extra* soft.



How to ice a cake in a hurry?

- ☐ With a candy bar ☐ A la mode it
☐ Home freeze it

While the cake's still warm, top it with a chocolate bar. The chocolate melts; makes a smooth, easy-to-spread frosting. You'll find *Kleenex* helpful in the kitchen, too. Soft. Sturdy. Guzzles grease! And only Kleenex has the handy Serv-a-Tissue box!



To save your wave from bathtub steam, use—

- ☐ Cold water ☐ Hot water ☐ Both

Why get steamed up? Run cold water in the tub first—before turning on the hot. Prevents steam from forming; protects your wave. And when you use Kleenex for complexion care—remember this: tissue is pure; perfectly uniform. You won't find any weak spots or hard particles in Kleenex!



Can you keep colds from spreading, with —

- ☐ Nail polish ☐ Kleenex tissues

When one of the family has a cold, dab the back of that person's dishes with red nail polish. Protects others. Kleenex, too, helps check the spread of colds. You use Kleenex just once, then destroy—germs and all. Soothingly *soft*, this tissue has just-right *strength* to smother "ker-choos."



What's best for quieting a noisy clock?

- ☐ A hammer ☐ Shoot the works
☐ A glass bowl ☐ Wear earmuffs

If that loud "tick-tock" annoys you—cover clock with large glass bowl. And save sleep, temper, by keeping Kleenex at your bedside. No need to turn the light on for a *Kleenex* tissue. That fumble-proof box serves *one at a time*—(not a handful!).



To get better looking should you try —

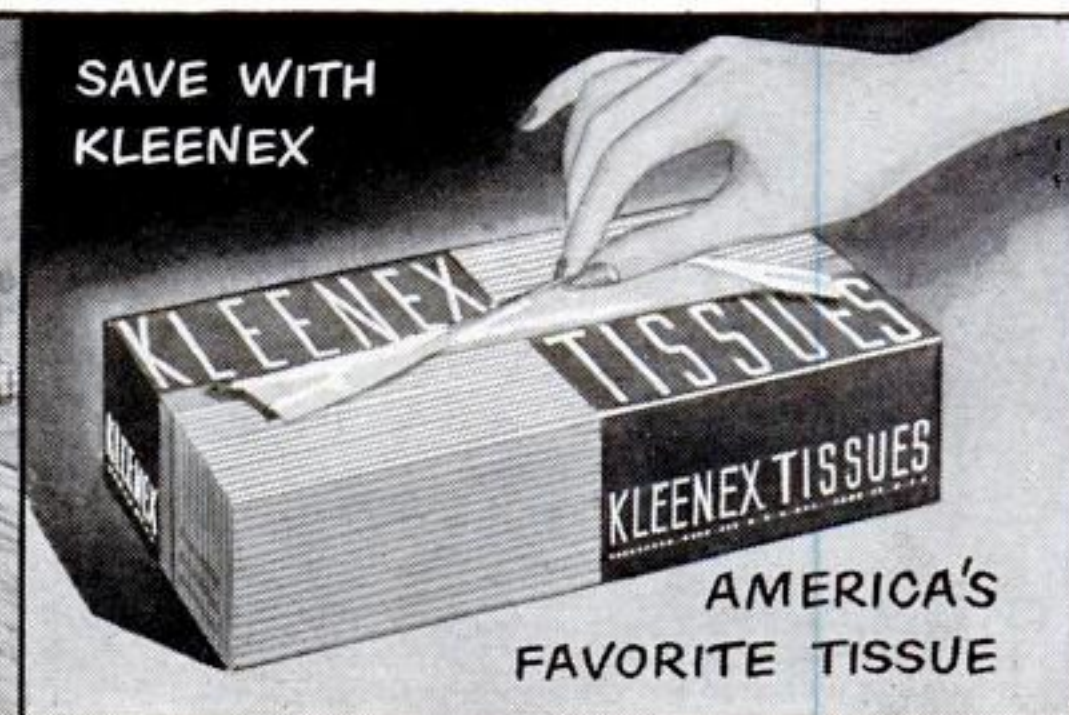
- ☐ Binoculars ☐ Kleenex eyeglass tissues

Long time no see? Sparkle your "specs" with new Kleenex eyeglass tissues: big enough—strong enough—*lint-free*! Each tissue's silicone-treated on both sides; leaves lenses gleaming. And Kleenex eyeglass tissues serve *one at a time*. So easy to use! Handy to slip into your purse or pocket.

Kleenex* ends waste - saves money...

© INTERNATIONAL CELLUCOTTON PRODUCTS CO.

★ T. M. REG. U. S. PAT. OFF.





TREMENDOUS CROWD FILLS EVERY SEAT OF ROBERTS' TENT IN ATLANTA

A NEW REVIVALIST

In Atlanta, Oral Roberts "heals" the multitude to establish himself as a rival of Billy Graham

Tall, 33-year-old Oral Roberts, the loudest and flashiest revivalist to appear since the advent of Billy Graham (LIFE, March 27, 1950), was packing his 10,000-seat tent night after night in Atlanta. Sponsored by 31 local ministers, Roberts was offering not only some colorful sermons (*p. 78*) but something else besides—faith healing. The son of a poor Pentecostal Holiness preacher, Roberts says he was himself "healed" of tuberculosis when he was 16 through the efforts of another revivalist. At 17 he became an evangelist. Four years ago the Lord "spoke" to him, told him he would feel the power of healing in his right hand. Roberts immediately set up a headquarters in Tulsa, Okla. He has drawn progressively larger crowds ever since. With a new \$45,000 main tent, a smaller prayer tent, an aluminum preaching platform, a 10-man traveling staff and five stainless-steel trailers to carry all this around, Roberts meets costs by asking for offerings which have come to as high as \$2,100 in one evening. In Atlanta the crowds gasped, murmured "Praise the Lord," and eyewitnesses reported that a man with an injured back leaned down and touched the floor, a deaf woman heard some whispers and a palsied man held his hand out steady

UNDER FLOODLIGHTS in the main tent Roberts yells to crowd, "Don't let a mother's son go to hell!"



IN VIOLENT PRAYER, Lizzie Mae Stevens kneels and raises up her hands to be saved. She is surrounded by some of the 1,200 workers from Atlanta churches

who volunteered to help Roberts at meetings. More than 300 entered prayer tent that night for salvation after Roberts' scorching hour-long sermon was finished.

[CONTINUED ON PAGE 76](#)

LEWYT wins top award!

**"Finest vacuum cleaner produced anywhere
in beauty, engineering design, utility..."**

says American Society of Industrial Engineers



No dust bag to empty!

- **No muss! No fuss!** No dust bag to empty! Simply toss out Lewyt's paper "Speed-Sak" a few times a year!
- **It's quiet—no roar!** Terrific suction power, yet super-quiet! Lewyt's so easy on your nerves!
- **Preserves your rugs!** Famous No. 80 Carpet Nozzle gets more embedded dirt...picks up lint, threads, even dog hairs...all with less rug wear!
- **3 filters clean the air!** Unhealthy dust can't escape Lewyt's Speed-Sak, Dustalator, and Micro-dust filter!
- **Sweeps bare floors, tile, linoleum!** Swish—and dirt disappears! No more dust-spreading brooms or back-breaking dust pans!
- **So light, easy to use!** Glides smoothly in any direction—follows you around effortlessly as you clean!
- **7 light, work-speeding attachments** do all your dusting; brighten drapes; clean radiators; spray; wax; de-moth!
- **A complete home cleaning center,** Lewyt costs no more than ordinary vacuum cleaners. See your Lewyt dealer for a free demonstration!

**TRY THE LEWYT
IN YOUR
OWN HOME!**



LEWYT CORPORATION, Vacuum Cleaner Division
Dept. 5, 70 Broadway, Brooklyn 11, N.Y.

Without cost or obligation, I would like to try the sensational Lewyt Vacuum Cleaner in my own home.

Name
Address
City Phone No.
County State



DO IT with LEWYT

*Listed by
Underwriters' Laboratories*





*You'll say
Soft-Weve
is a "find"!*

Yes, this 2-ply bathroom tissue combines the softness of finest cleansing tissue with practical firmness! We call it "water-woven" because it has the texture of soft cloth. Why not try it next time?



*Cleansing tissue soft...
yet toilet tissue firm...because it's double!*

"Soft-Weve," "Scotties," "Soft as old linen," Reg. U. S. Pat. Off.



*Scotties**
are softies!

*another tissue by **Scott**
that's "soft as old linen"*

Revivalist CONTINUED

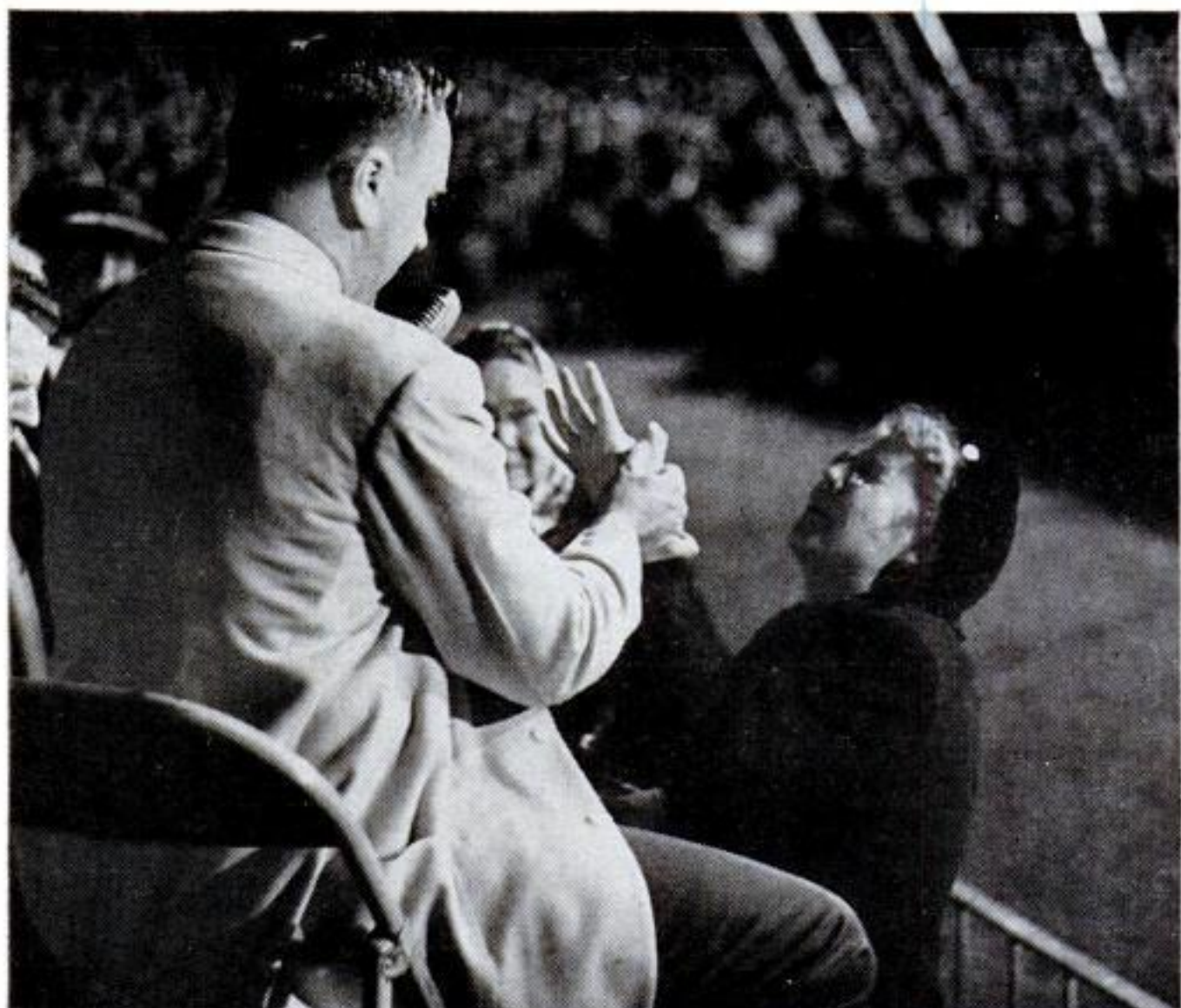
THE SICK COME TO BE HEALED



WITH GOITER Mrs. Roy Stevenson leans back for Roberts to hold hand on her neck while reading identification card. Swelling did not appear to lessen.



WITH BAD HEART, Etta Batson prays hard with Roberts. Holding hand on her head, he asks her, "Where did you feel that?" "All over," she replies.



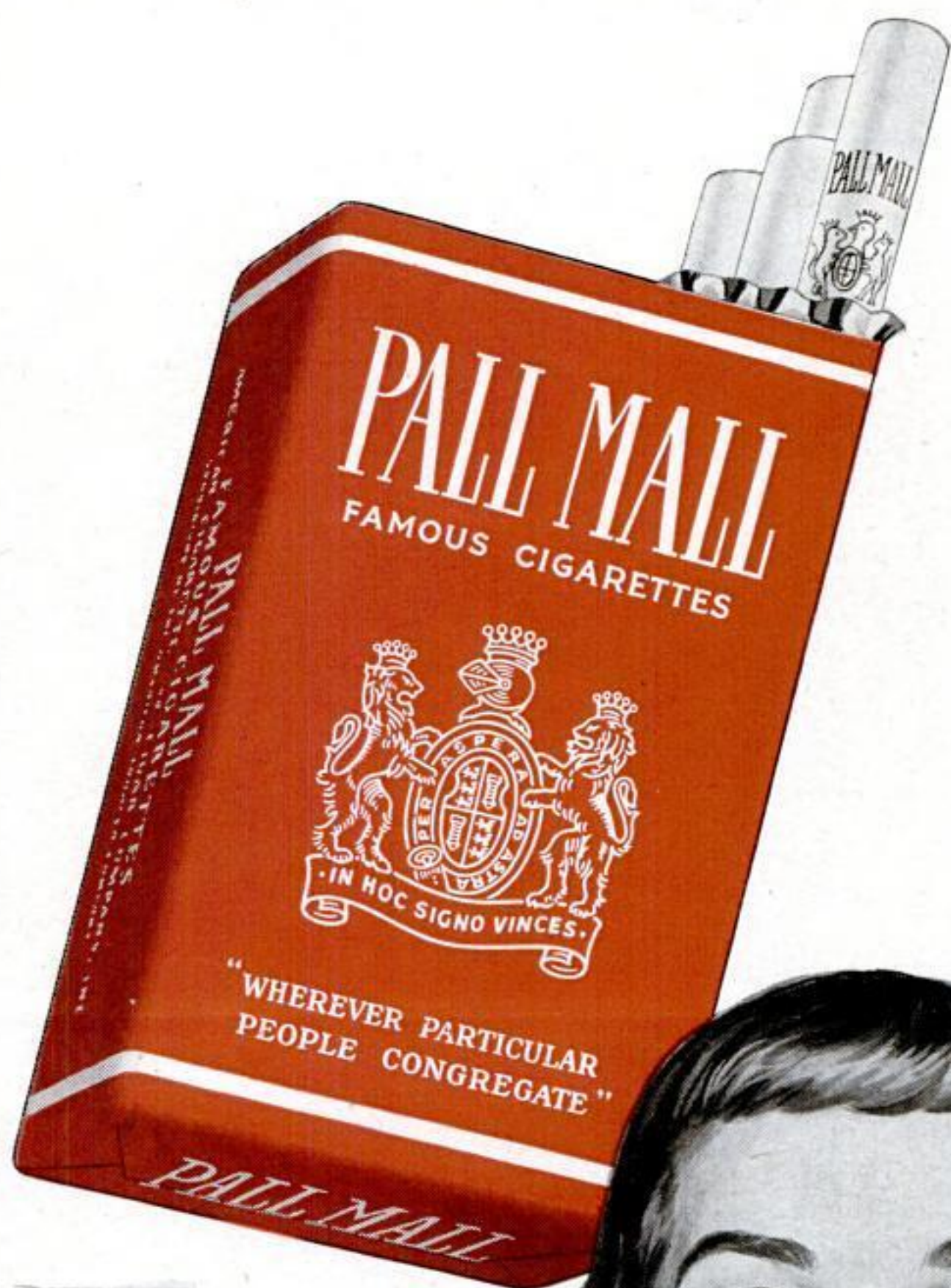
WITH STIFF THUMB Mrs. H. E. Thompson is suffering from a nerve injury. Roberts examines it carefully, then prays for it. She was able to wiggle it.

CONTINUED ON PAGE 78

Guard Against Throat-Scratch

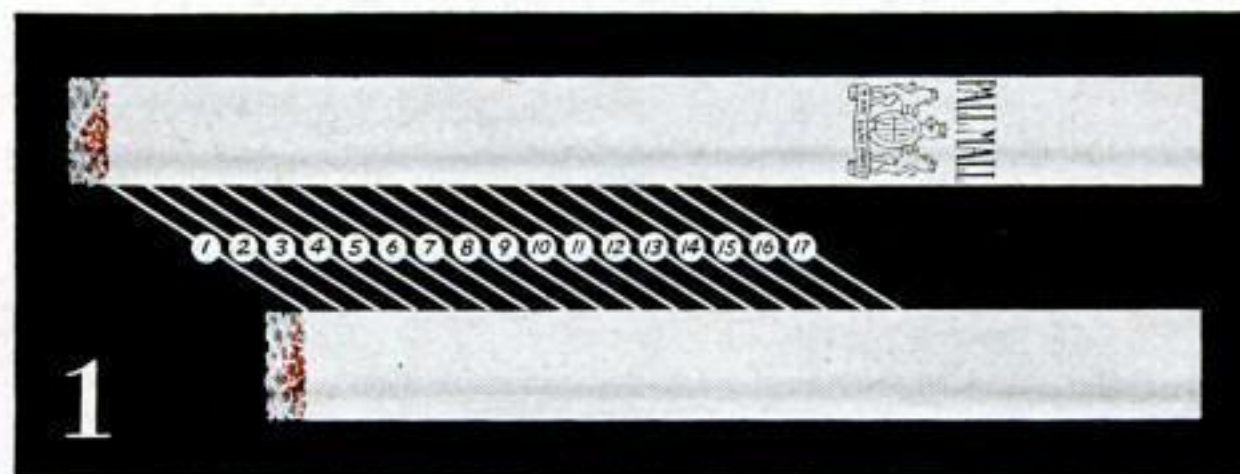
enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL**
the cigarette whose mildness
you can measure

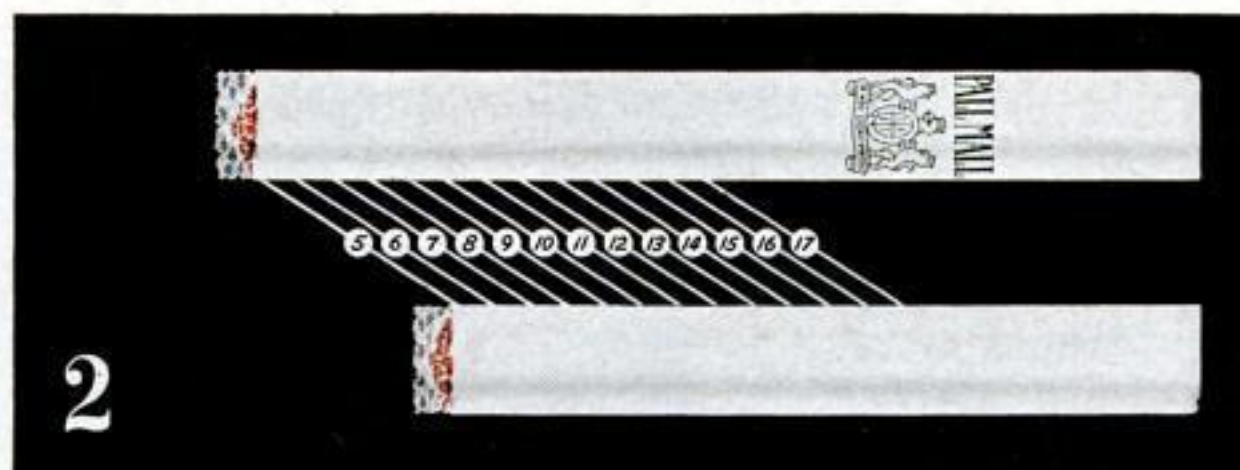


Study this Puff Chart:

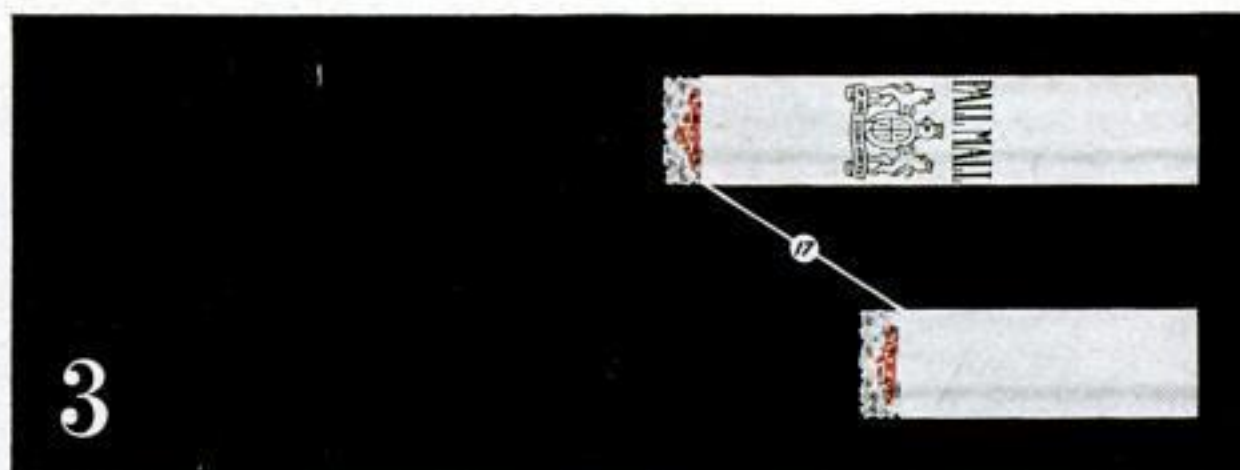
**PUFF BY PUFF...YOU'RE ALWAYS
AHEAD WITH PALL MALL**



The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's fine tobaccos is filtered further.



After 10 puffs—or 17—Pall Mall's greater length of traditionally fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

* * *

Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.

*Outstanding—
and they are mild!*

"SO MUCH

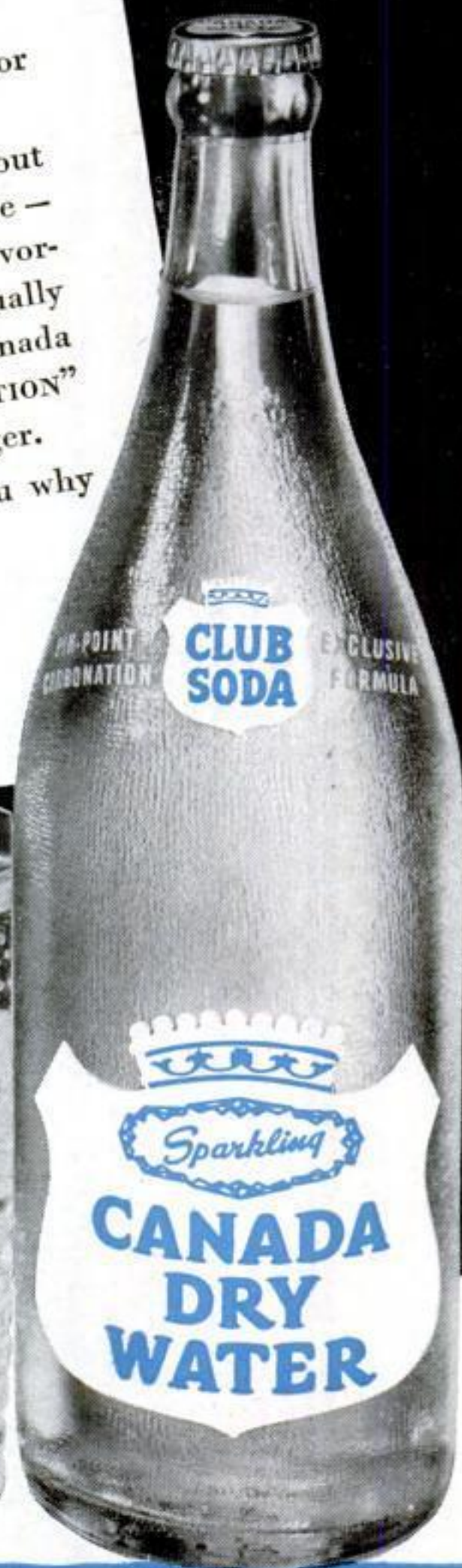
BETTER!"



Switch to sparkling Canada Dry Water for your mixer and you're in for a thrill!

What a difference it makes! It brings out the full flavor of your drink. Because — thanks to Canada Dry's exclusive "Flavor-Balanced Formula" — your drink actually tastes better! What's more, another Canada Dry exclusive — "PIN-POINT CARBONATION" — keeps that delicious drink lively longer.

Try it today. One sip will tell you why Canada Dry is the largest-selling club soda in the United States — and in the world.



Always ask for it at your favorite bar

Makes drinks taste better

Revivalist CONTINUED

A SAMSON AND DELILAH SERMON



PACING, Roberts explains, "Like Samson, we're prisoners, prisoners."



CROUCHING, he tells the crowd, "We're prisoners in our churches."



CLUTCHING, he describes Samson losing his hair, then growing it again.



POINTING, he cries to the Philistines, "You're digging your grave!"



REACHING, he asks, "Can you tell where the pillars of the temple are?"



TRIUMPHANT, he brings down the temple on the audience with a crash.

New Admirals are in!



WASTED SPACE IS OUT!

FULL-WIDTH FREEZER

No wasted space here

NEW BUTTER KEEPER

No wasted space here

NEW *Serv-a-dor*

No wasted space here

SCIENTIFIC SHELF SPACING

No wasted space here

FULL-LENGTH COLD

No wasted space here

OLD
STYLE
11
cu. ft.

Admiral
11
cu. ft.

Cuts wasted space in your kitchen, too! 7½ cu. ft. in the floor space of the smallest pre-war "kitchenette" models; 9.3 cu. ft. in the space of the old-style "6"; 11.3 cu. ft. in the space of the old-style "8". Thus you can enjoy big food storage even in tiny kitchens.



DE LUXE MODEL 1181—11.3 CU. FT.

SEE THE BEAUTIFUL GLACIER BLUE INTERIORS—THE NEW DE LUXE GOLD TRIM

PRICES
START AS
LOW AS

\$199⁹⁵
7½ CU. FT.

Admiral

FREE: Subscription to "America's Smart Set." Ask your Admiral Dealer • TELEVISION: See and hear "Lights Out" Mondays 9 P. M., EST over NBC Network, "Stop the Music" Thursdays 8 P. M., EST over ABC Network.



The Coming of **NEW ENGLAND**

PHOTOGRAPHED FOR LIFE BY JACK BREED

Anyone who has lived between northern Maine and southern Connecticut knows that spring is never a single page of the calendar. Instead it creeps northward, scattering blades of March grass through Connecticut, dotting Massachusetts elms with April buds, uncertain until late May

whether or not to decorate the mountains of New Hampshire. New England winter is always so endless that when spring finally comes each year, it seems to bring a new and special glory. The great New England writers—Hawthorne, Melville, Henry James, Thoreau—have been so moved



SPRING

by its beauty that the words they wrote, quoted on these pages, still carry the sunlight of the long-ago springs in which they were written. This week, as another spring meanders through New England, these writers echo the feelings of a latter-day New Englander, Photographer Jack Breed.



The plow has left new furrows in the rich soil of a gentle valley near Wheatogue, Conn.

Rhododendron blooms in the "Garden in the Woods" near South Sudbury, Mass.

CONTINUED ON NEXT PAGE

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In Mt. Vernon, N.H., the cowslips, or marsh marigolds, brighten a wet spot along a stone wall, New England's everlasting monument to a land that didn't want to be farmed.



Wherever the ground is moist and shady, bunches of violets hug the earth, sending up their first blooms opening in early April, their last not fading until summer.

I BEGIN to perceive that this is a beautiful place. The scenery is of a mild and placid character, with nothing bold in its aspect; but I think its beauties will grow upon us and make us love it the more, the longer we live here. There is a brook, so near the house that we shall be able to hear its ripple in the summer evenings. . . . The farm is growing very beautiful now,—not that we yet see anything of the peas and potatoes which we have planted; but the grass blushes green on the slopes and hollows. . . . When I go forth afield . . . I look beneath the stone walls where the verdure is richest, in hopes that a little company of violets, or some solitary bud, prophetic of summer, may be there. . . . One of the boys gathered some yellow cowslips last Sunday; . . . they deserve honor and praise, because they come to us when no others will. . . .

NATHANIEL HAWTHORNE

Early patches of grass and a handful of weeds grow beside a Connecticut brook, and trees begin to bud in the shadow of a deserted mill and its crumbling water wheel.





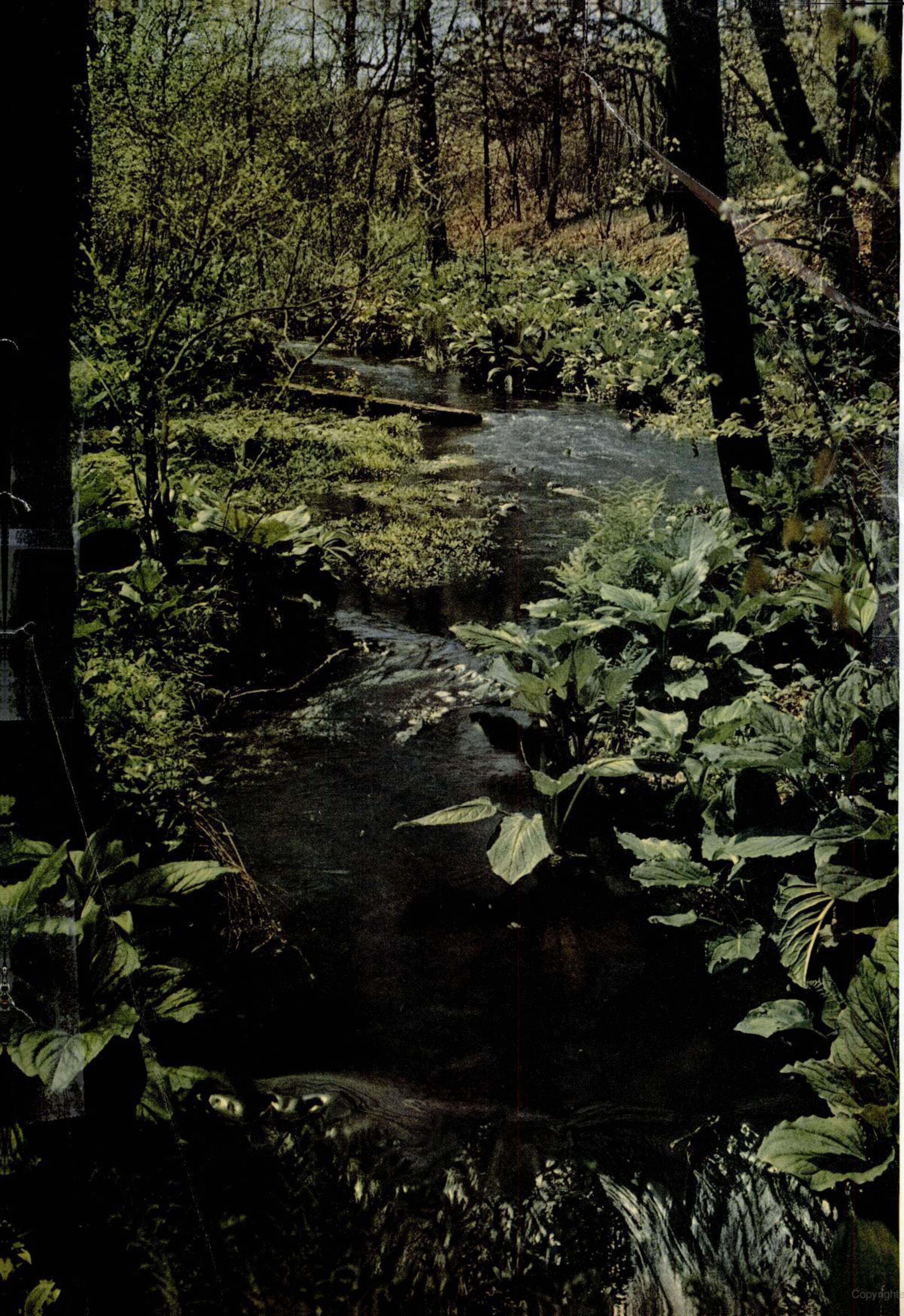


WHEN I removed into the country it was to occupy an old-fashioned farmhouse . . . encamped upon what is now a long landslide of sleeping meadow, sloping away off from my poppy-bed. . . . Whoever built that house, he builded better than he knew; or else Orion in the zenith flashed down his Damocles' sword to him some starry night and said, "Build there." For how otherwise, could it have entered the builder's mind, that, upon a clearing being made, such a . . . prospect would be his? . . . sitting here, one is often reminded of the sea. For not only do long ground-swells roll . . . and little wavelets of the grass ripple . . . and the blown down of dandelions is wafted like the spray . . . and a still . . . noon broods upon the . . . meadows, as a calm upon the Line; but the vastness and the lonesomeness are so oceanic, and the silence and the sameness too, that the first peep of a strange house, rising beyond the trees, is for all the world like spying, on the Barbary coast, an unknown sail. . . .

HERMAN MELVILLE

In Hollis, N.H., wild mustard blooms profusely in a meadow near the spire of the old town Meeting House.

CONTINUED ON NEXT PAGE





In the New Hampshire woods beyond the town of Fitzwilliam, fern fronds rise and begin to unfold.

THE next day was splendid . . . if the winter had suddenly leaped into spring, the spring had for the moment as quickly leaped into summer. . . . The transparent shade of the . . . magnificent trees seemed to thicken by the hour; and the intensely habitual stillness offered a submissive medium to the sound of a distant church-bell. . . . The prospect was beautiful in spite of there being nothing human within sight. There was a wilderness of woods . . . a wide, grassy margin, on the further side of which there flowed a deep, clear brook; there were wild flowers in the grass, and beside the brook lay the trunk of a fallen tree. . .

HENRY JAMES



The lady's-slipper, a native wild orchid, grows in the woodlands of Massachusetts. Pink ones are fairly common but the yellow, or downy, lady's-slipper is extremely rare.



← *A Massachusetts brook is lined by feathery ferns and massive skunk cabbage. The skunk cabbage is a true spring plant for its leaves will soon fade as the surrounding trees cut off the sunlight.*

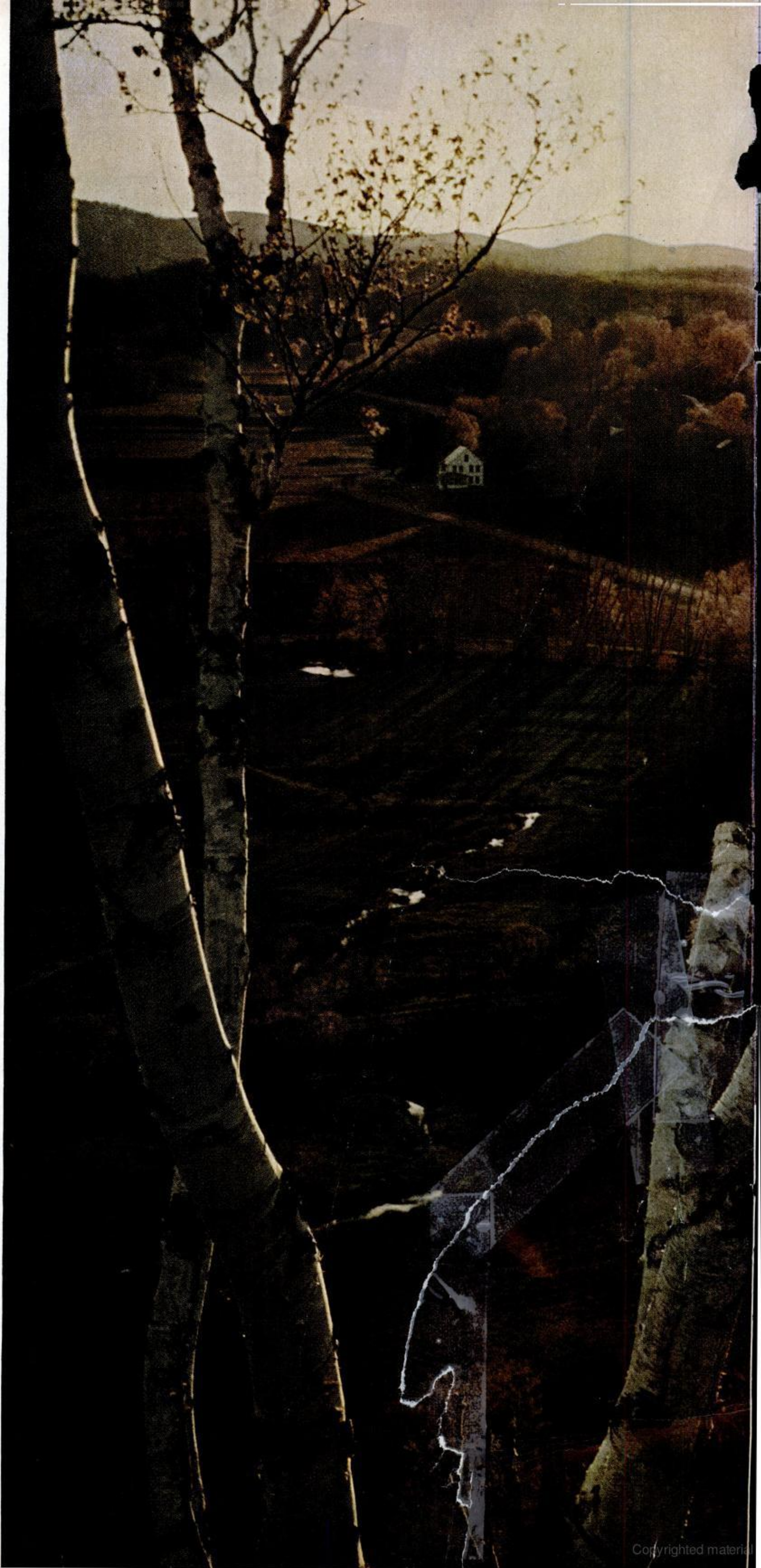
At the height of spring, the azaleas bloom in the cool shade of trees—in the woods, in gardens or (above) in the famous Arnold Arboretum in Boston.

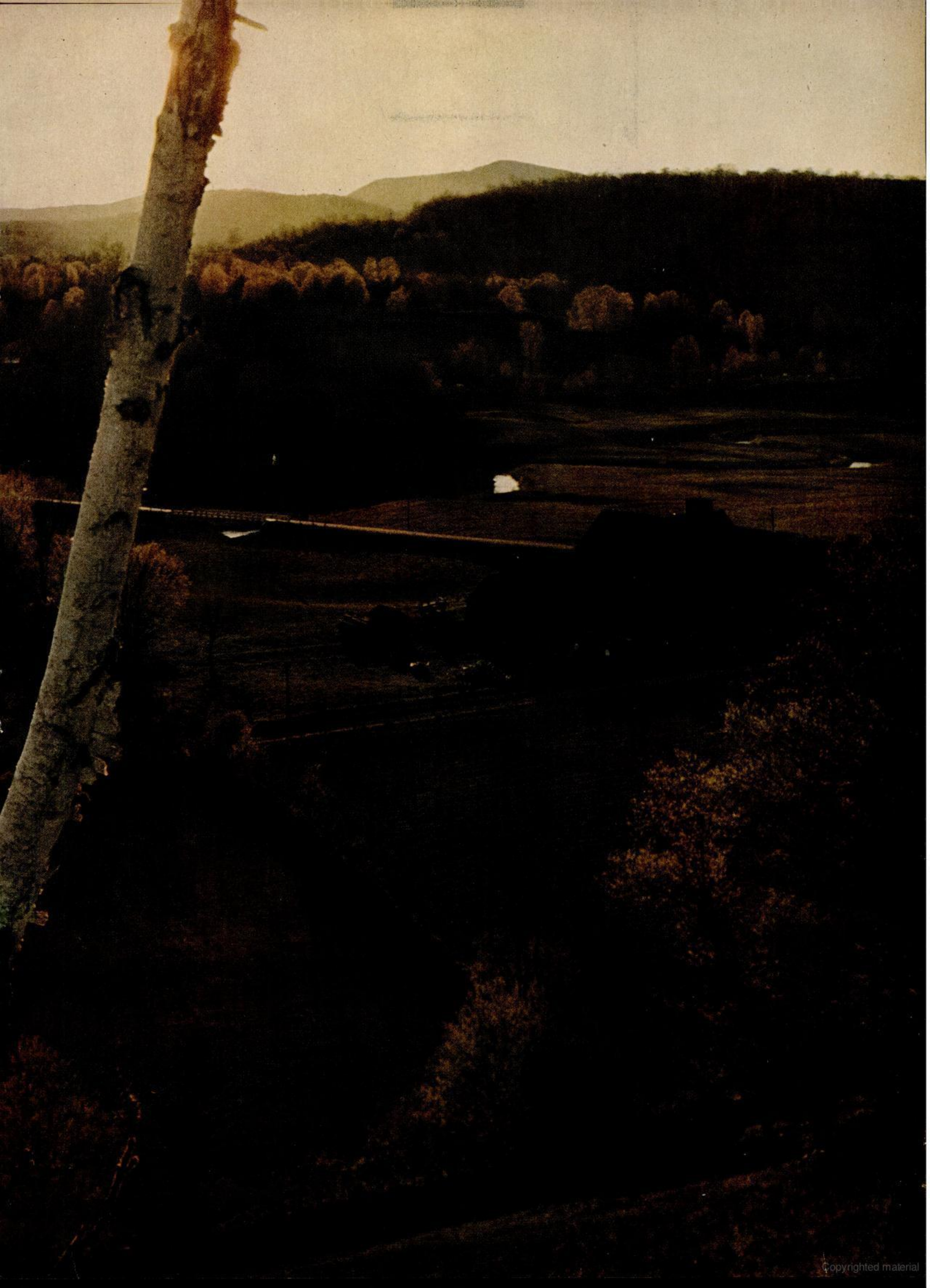
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EACH new year is a surprise to us. We find that we had virtually forgotten the note of each bird, and when we hear it again, it is remembered like a dream, reminding us of a previous state of existence. . . . The voice of nature is always encouraging. When I get two thirds up the hill, I look round, and am for the hundredth time surprised by the landscape of the river valley and the horizon. . . . It is a spring landscape, and as impossible a fortnight ago as the song of birds. . . . The snow is off the mountains, which seem to have come again like the birds. . . . The wind blows strong but warm from west by north . . . making the corses creak and roar, but the sharp tinkle of a song-sparrow is heard through it all. . . . Every third tree is lit with the most subdued, but clear, ethereal light, as if it were the most delicate frost-work in a winter morning, reflecting no heat, but only light. . . . And as they rock and wave in the strong wind, the light courses up and down them as over a field of grain. . . . At sight of this my spirit is like a lit tree. . . .

HENRY DAVID THOREAU

The late afternoon sun over a valley of farms in Vermont outlines a clump of birches up on the ridge.



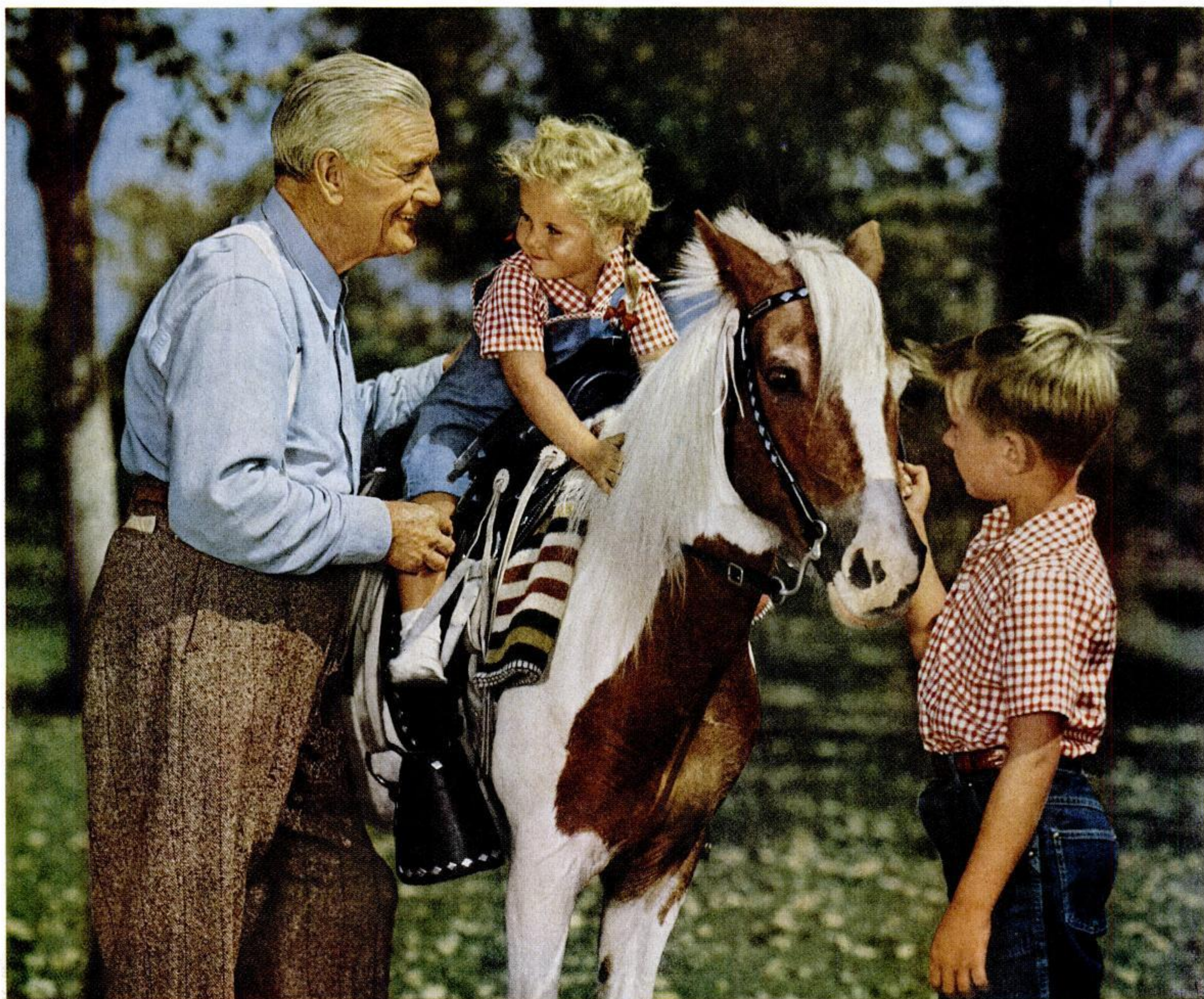


Next to Nature—it's *AnSCO Natural Color!*

Imagine! Stills or movies in gorgeous natural color...at a price you can afford!

Soft flesh tones, natural foliage, pastel-blue skies . . . that's AnSCO *Natural Color*. Every transparency, every print, every foot of movie film, gives you sparkling pictures that spring to life with nature's gorgeous panorama of color. Be sure to load your camera (f6.3 lens or faster) today, with the one and only

AnSCO *Natural Color* Film! At dealers everywhere! Available in 120 and 620 rolls, 35mm magazines, sheets, and 50 and 100 foot rolls for 16mm movie cameras.



ANSCO, BINGHAMTON, NEW YORK. A DIVISION OF GENERAL ANILINE & FILM CORPORATION. "FROM RESEARCH TO REALITY."



WELL-FURNISHED HAT is trimmed with table, chairs, rug, odd kitchen equipment and a sleepy peon.

CRAZY HAT CRAZE

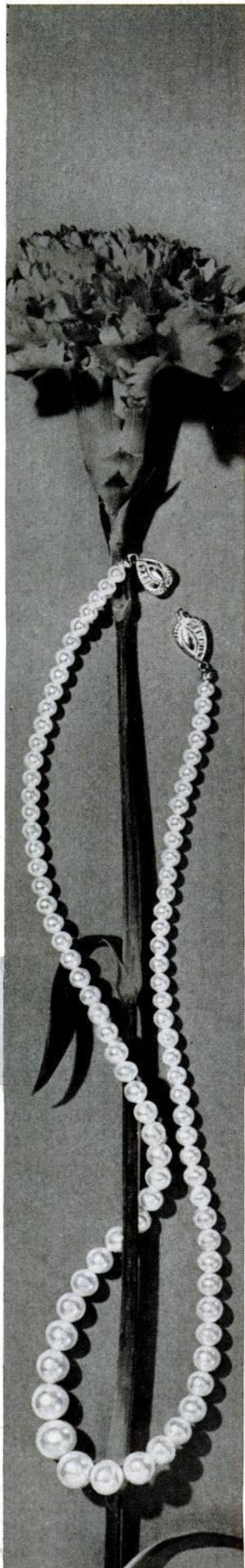
TOYS, TABLES AND TASSELS TRIM SILLY STRAWS

The young lady shown above has not been hit in the hat by a doll's house. She is deliberately wearing one of the dizzy beach straws which this summer may become the biggest thing in lunatic headgear since the atomic beanie. The hat she supports is decked out with dolls and miniature furniture (*right*) of the kind which can be easily acquired by enterprising trimmers in a ten-cent store. This millinery insanity started at winter resorts in Mexico, the Caribbean and the West as a harmless display of personal idiosyncrasy and ingenuity. Vacationers vied

in sticking cigarets, sea shells, aspirin and other odd items in interesting arrangements on the native hats they bought. Now the silly straws have been taken out of the homemade, roll-your-own class to become a full-fledged fad in the U.S., from West Coast beaches to New York streets (*p. 92*). A booming industry in Mexico supplies the shapes and trimmings for the hats. To save customers the trouble of trimming, most of them come already equipped with everything from flowers and feathers to straw burros, golf and tennis players or toy automobiles.



TRIMMING TAKEN OFF would almost fill doll's adobe. Hat sells in Mexico for approximately \$2.40.



*to make her
the proudest mother
of all...*

Marvella
SIMULATED PEARLS



*a lovely strand of magnificent
Marvella pearls with perfectly
matched earrings, for your
perfect mother.*

With exclusive MARVELOCK—
the wonderful clasp that can
never be pulled or tugged open
accidentally...yet opens and
closes more easily than any clasp
made. At all fine stores.*

\$7.50 plus Fed. tax.

*SHIMAN OF NEWARK CLASP (INTERLOCK PATENT)



383 Fifth Ave.,
N.Y.C.

CRAZY HATS CONTINUED



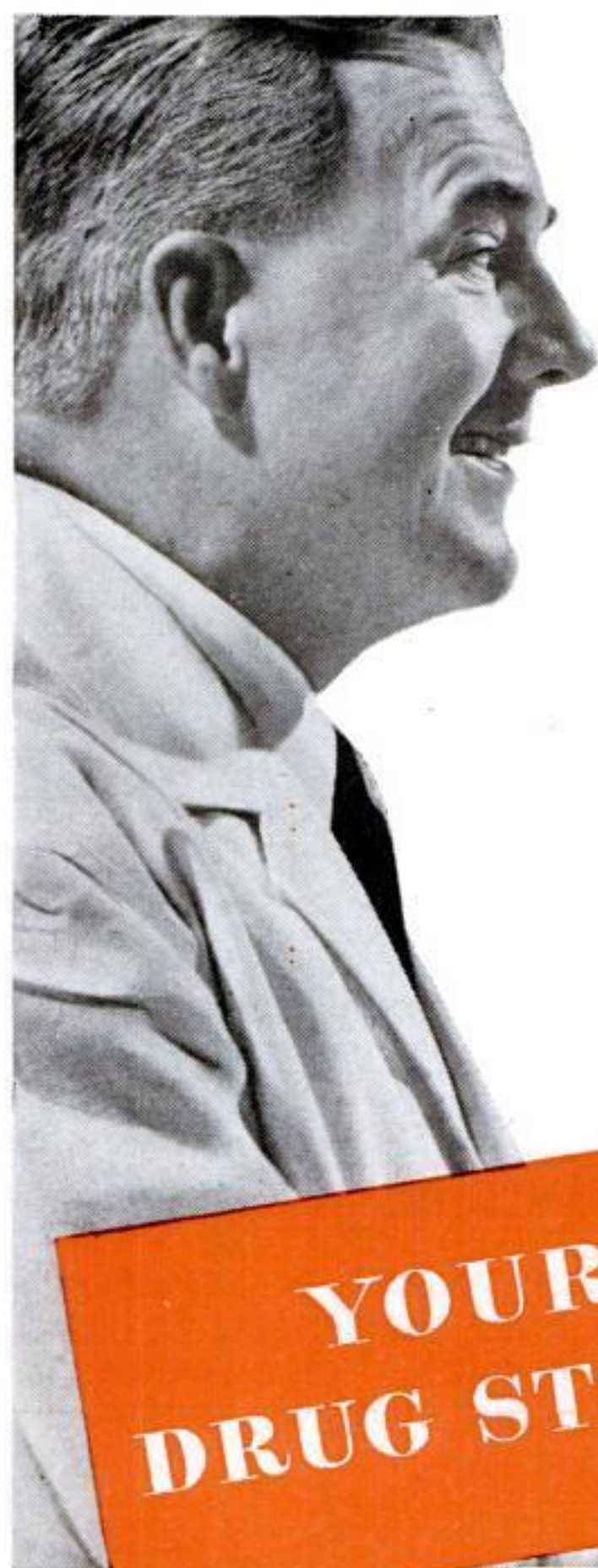
THATCHED HAT with love birds perched on its roof (Meadowbrook, \$20) is displayed at a poolside on Sonoma estate by Lita di Grazia of San Francisco.



BURRO RIDER on big-billed cap (Joan Roberts, \$4.98) is one of Mexican helter-skelter styles which are sweeping from California to eastern beaches.



FROND TASSEL tips cap worn with street suit by Nancy Talbert of New York. The hat costs \$5.95, is made for Bonwit Teller in Palm Springs, Calif.



When you forget to remember



**YOUR
DRUG STORE**

*...is ready with friendly suggestions,
backed by well-stocked shelves!*

REMEMBER THE TIMES your druggist has said, "Perhaps you'll need this, too"—or, "Here's a more economical size"—or, "I think you'll want to know about this new product"?

We'll wager that he has often saved you a second trip—anticipated a real need... all because his life is built around the special requirements of your family and your neighborhood. His service to you is *personal, friendly, down to earth.*

Your druggist is no ordinary merchant! With his background of highly specialized training, he's best equipped to select the products so vital to you, such as the four nationally preferred products featured on this page.

Look for this sign at your drug store—



A real value especially selected to please you...ready now in Your Drug Store. Be sure to ask for the SURPRISE SPECIAL when you come in to buy.



PEPSODENT TOOTH PASTE gets teeth *brighter by far*... makes your smile more beautiful. Scientific tests prove that even a single brushing with Pepsodent removes acid-film that causes decay. Only Pepsodent has this *film-removing* formula!



TONI Cream Shampoo gives hair soft-water *shampooing*—like softest rain water. Even in hardest water, Toni Cream Shampoo makes oceans of lather. Instantly rinses away dirt, dissolves dandruff. Washes hair shining soft, *sparkling clean.*



FRESH Cream Deodorant is different from any other deodorant you have ever tried—creamier, more luxurious, more effective. Fresh is *really* effective—stops perspiration all day long—prevents odors. In jars or handy tubes.



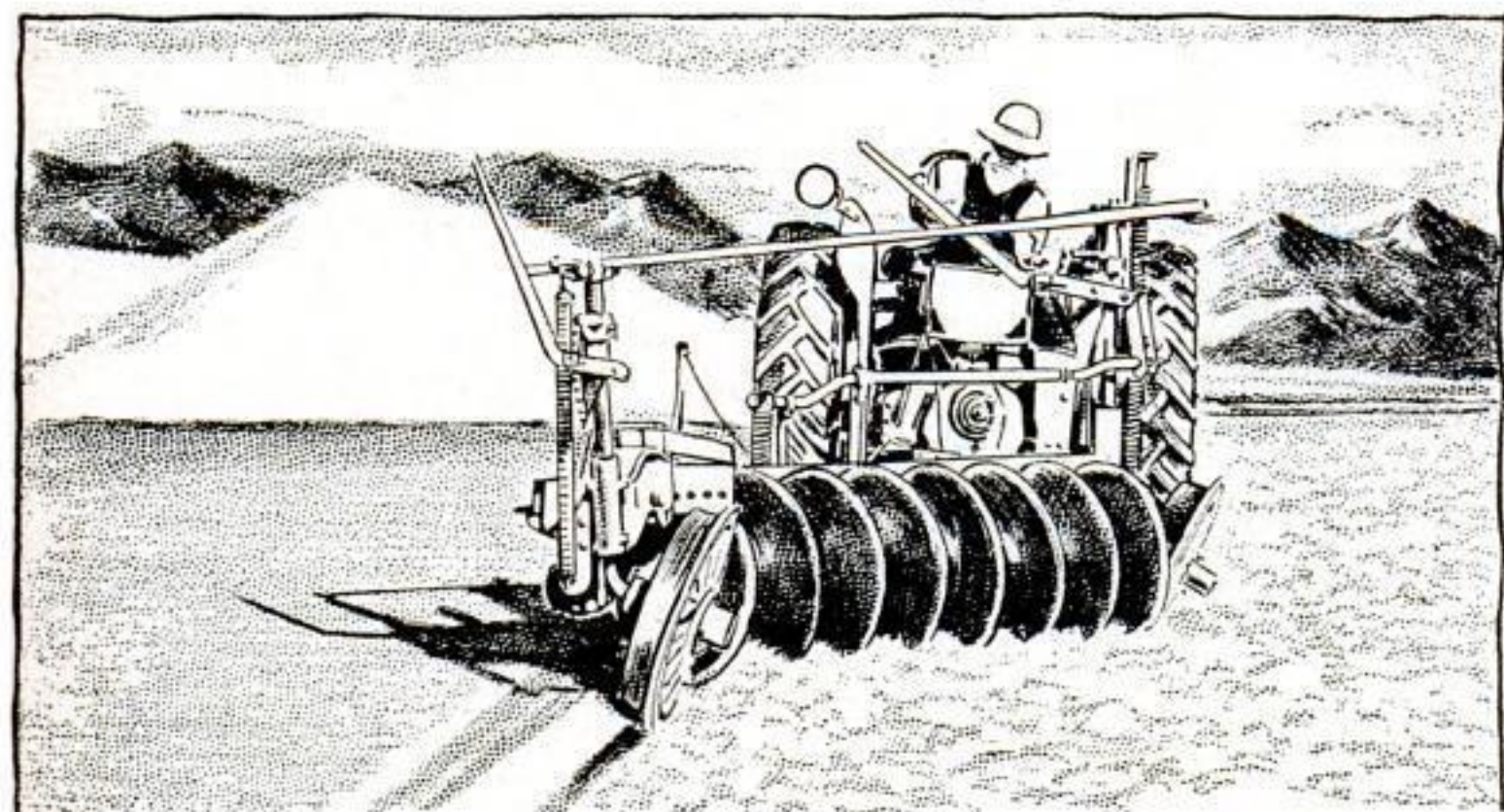
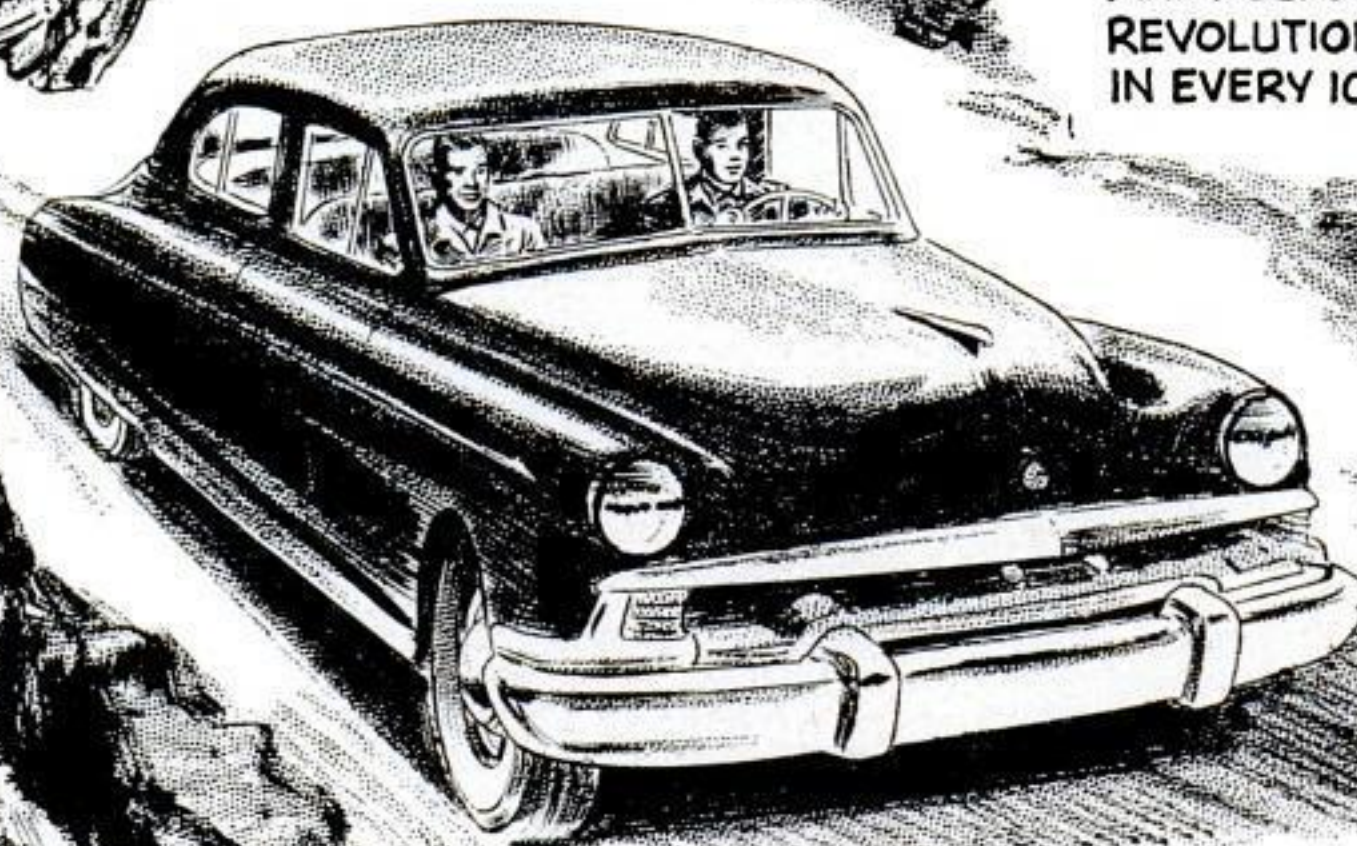
MURINE FOR YOUR EYES—For quick relief when your eyes feel tired from overwork or the effects of sun, wind, dust, light, glare, put two drops of Murine in each eye. Right away Murine makes your eyes feel good. Always keep Murine handy.

This advertisement sponsored for the
Druggists of America, leading drug manufacturers, and wholesalers by
McKESSON & ROBBINS
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and in Canada by National Drug and Chemical Co., of Canada, Ltd.

RIPLEY'S

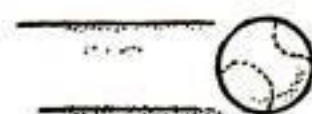
FIRST 15 CARS IN MOBILGAS ECONOMY RUN EQUIPPED WITH B-W OVERDRIVE!

FIGURED ON A STRAIGHT MILES-PER-GALLON BASIS, THE BEST RECORDS IN THE 840-MILE MOBILGAS ECONOMY RUN FOR 1951 WERE MADE BY 15 STOCK AUTOMOBILES EQUIPPED WITH B-W OVERDRIVE. ON A TON-MILE BASIS, THE GRAND SWEEPSTAKES WINNER EACH YEAR IN THIS ANNUAL CONTEST SUPERVISED BY THE AAA HAS BEEN EQUIPPED WITH THIS FAMOUS TRANSMISSION UNIT MADE BY B-W'S WARNER GEAR. OFFERED ON MANY LEADING MAKES OF CARS, IT CUTS ENGINE REVOLUTIONS 30%... GIVES UP TO 3 MILES "FREE" IN EVERY 10.



HARVEST TIME ON THE SALT FLATS !

TODAY, SALT IS HARVESTED ON THE GREAT BEDS OF UTAH 4½ TIMES FASTER THAN EVER BEFORE. A DISC-PLOUGH WITH EXTRA-TOUGH, KEEN-EDGED DISCS MADE BY B-W'S INGERSOLL SLICES THROUGH THE ROCK-HARD SALT LAYER EASILY. IT CUTS A FULL 6-FOOT SWATH... NEVER GOUGES OUT UNWANTED SOIL FROM UNDERNEATH.



900 DIFFERENT WAYS TO BAT A BALL !

BASEBALL BATS ARE BIG BUSINESS! A FAMOUS MAKER OF BATS KNOWN FROM SANDLOTS TO THE BIG LEAGUES TURNS OUT SOME 8000 A DAY... USES 900 DIFFERENT PATTERNS. EACH BAT, MADE OF SELECTED ASH OR HICKORY, IS ACCURATELY CUT TO 14/1000THS OF AN INCH. TO HELP ASSURE THIS PRECISE SMOOTHNESS AND FAST PRODUCTION, THE BAT LATHES ARE EQUIPPED WITH CLUTCHES FROM B-W'S ROCKFORD CLUTCH.

185 PRODUCTS
IN ALL ARE MADE BY **BORG-WARNER**

Believe It or Not!

ENGINEERING

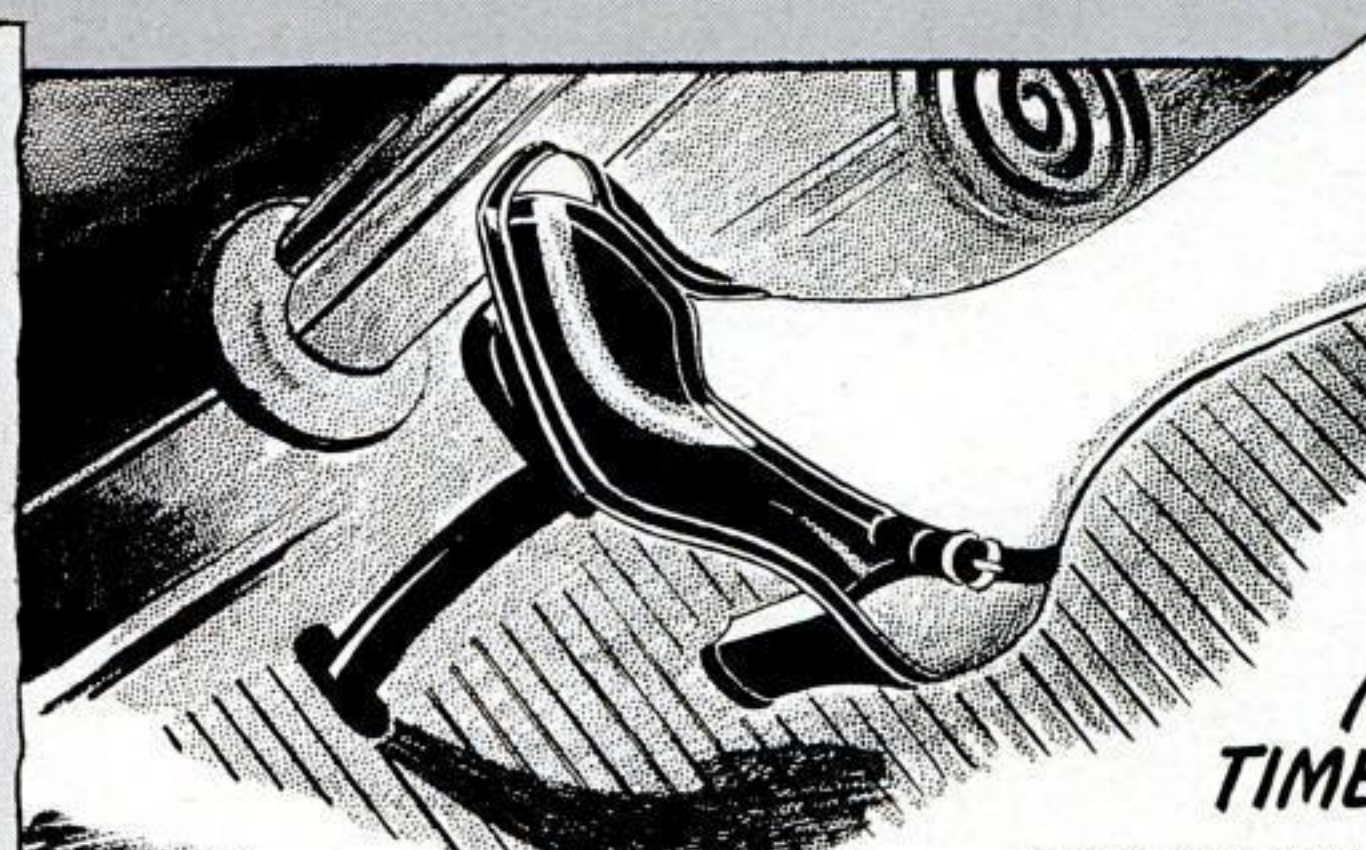
B-W

PRODUCTION

TEACHING WHEELS THE LOCK STEP... HELPING MOTORCARS TRAVEL MORE MILES PER GALLON... ADDING A NEW TWIST TO A SALTY STORY!

IN SO MANY WAYS **B-W** SKILL AND INGENUITY TOUCH THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY*

*FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS CONTAIN ESSENTIAL PARTS BY **BORG-WARNER**. EVERY COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD VITAL **B-W** EQUIPMENT. 9 OUT OF 10 FARMS SPEED FOOD PRODUCTION WITH **B-W** EQUIPPED MACHINES. AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF **B-W** HOME EQUIPMENT AND APPLIANCES.



CLUTCH SPRINGS THAT REACT MILLIONS OF TIMES A MINUTE!

YOUR CAR MAY BE TRAVELING 60 MILES PER HOUR BUT YOU FEEL NO VIBRATION. THAT'S BECAUSE TINY SPRINGS INSIDE THE CLUTCH ACT AS VIBRATION DAMPENERS -- CONTRIBUTE TO YOUR RIDING PLEASURE. 2 1/2 MILLION OF THESE VITAL SPRINGS ARE PRODUCED EACH MONTH BY **B-W'S** SPRING DIVISION.

3 MOVING PARTS THAT GIVE FRICTION THE RUN-AROUND!

THEY'RE THE "HEART" OF THE ROLLATOR, THE FAMOUS COLD-MAKING MECHANISM IN **B-W'S** NORGE REFRIGERATOR. PRECISE TO 1/10 THE THICKNESS OF A HUMAN HAIR, SEPARATED BY A FILM OF OIL, THESE PARTS OPERATE VIRTUALLY **WITHOUT FRICTION**. THAT'S WHY THE ROLLATOR LASTS INDEFINITELY... RUNS MORE QUIETLY... USES LESS ELECTRICITY.

○VAL WHEELS WALK THROUGH MUD!

NOW BEING TESTED FOR MILITARY USE, IT'S A NEW IDEA FOR CONQUERING MUD. ○VAL WHEELS CAN GIVE A VEHICLE **TWICE** THE TRACTION OF ROUND ONES. BUT TO USE THEM AND STILL ACHIEVE A SMOOTH RIDE REQUIRES PERFECT SYNCHRONIZATION. SO THE WHEELS ARE FITTED WITH SPECIAL CHAIN DRIVES FROM **B-W'S** MORSE CHAIN. ONE WHEEL DIGS IN TO GIVE A "TOE HOLD" WHILE THE NEXT ONE GIVES "FLAT-FOOTED" SUPPORT.

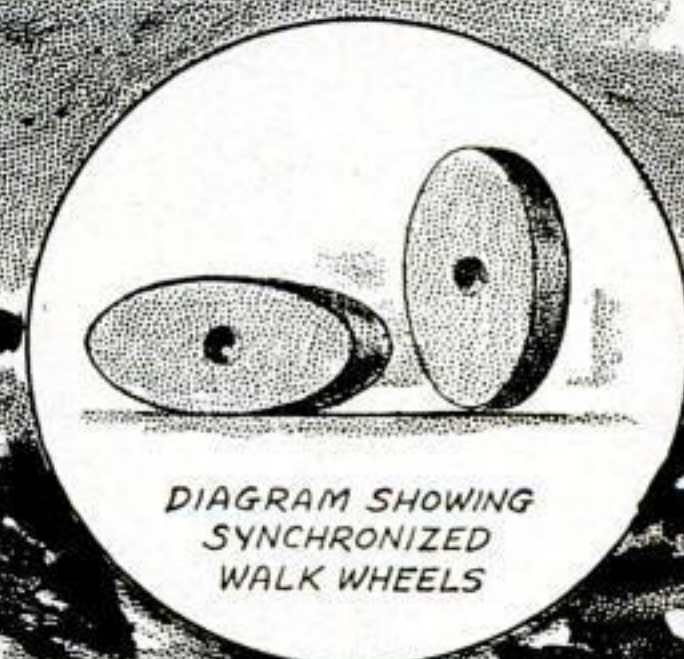
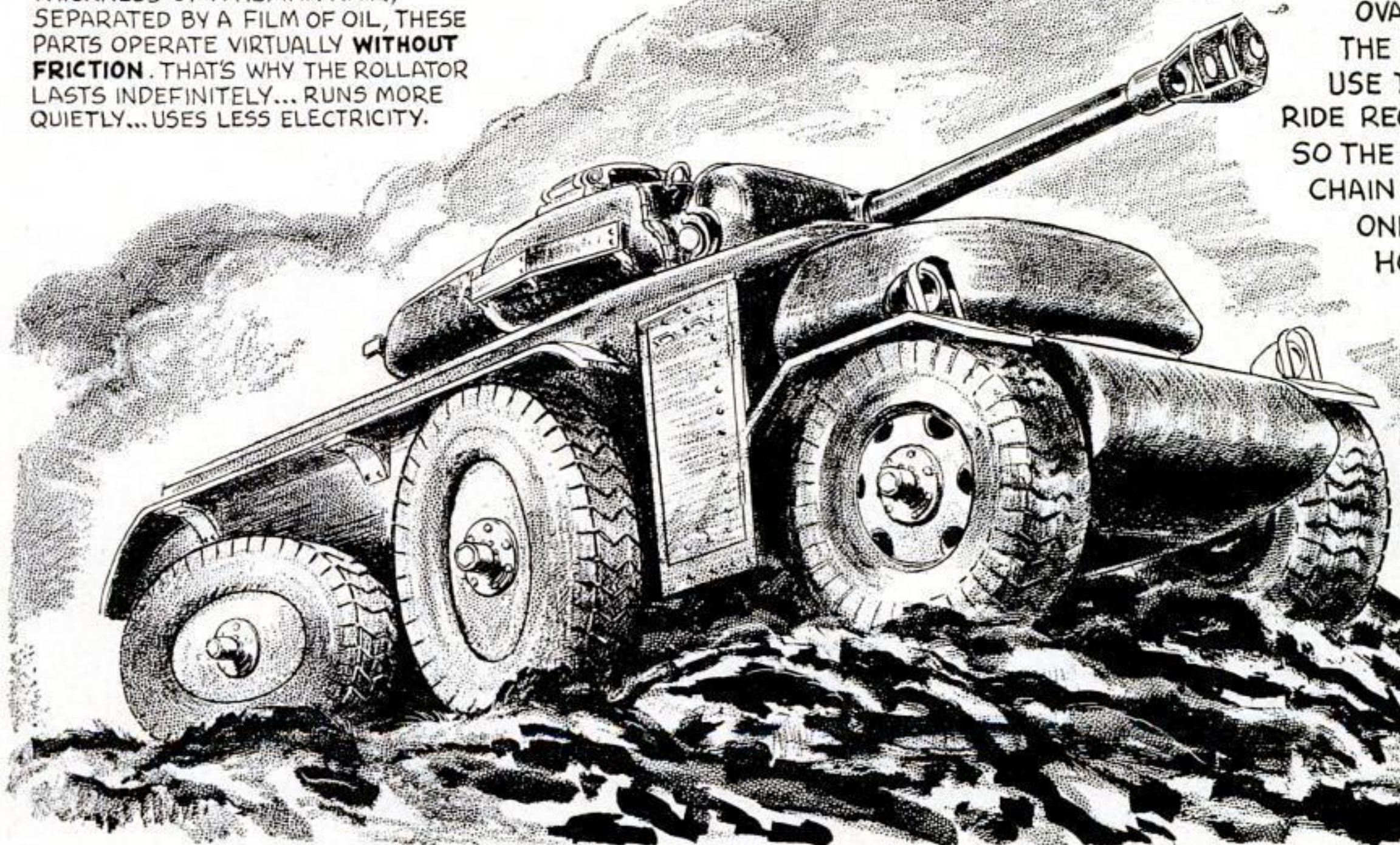


DIAGRAM SHOWING SYNCHRONIZED WALK WHEELS

THESE UNITS FORM **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago: **BORG & BECK** • **BORG-WARNER INTERNATIONAL** • **BORG WARNER SERVICE PARTS** • **CALUMET STEEL** • **DETROIT GEAR** • **DETROIT VAPOR STOVE** • **FRANKLIN STEEL** • **INGERSOLL PRODUCTS** • **INGERSOLL STEEL** • **LONG MANUFACTURING** • **LONG MANUFACTURING CO., LTD.** • **MARBON** • **MARVEL-SCHLEBLER PRODUCTS** • **MECHANICS UNIVERSAL JOINT** • **MORSE CHAIN** • **MORSE CHAIN, LTD.** • **NORGE** • **NORGE-HEAT** • **PESCO PRODUCTS** • **ROCKFORD CLUTCH** • **SPRING DIVISION** • **WARNER AUTOMOTIVE PARTS** • **WARNER GEAR** • **WARNER GEAR CO., LTD.**



ARE YOU REALLY
SURE OF YOUR
PRESENT
DEODORANT?
TEST IT
UNDER THIS ARM

NOW TRY **FRESH**
UNDER THIS ARM.
SEE WHICH
STOPS PERSPIRATION,
PREVENTS ODOR
BETTER

Are you always Lovely to Love?

At important moments like this . . . underarm protection must be complete.

Merely deodorizing is not enough. Underarm perspiration should be stopped and stay stopped. Smart girls use FRESH Cream Deodorant because it **really stops perspiration**.

Furthermore, with FRESH you are assured of continuous protection. That's because FRESH contains amazing ingredients which become reactivated . . . and start to work all over again at those times when you need protection most. No other deodorant cream has ever made you this promise.



New... For head-to-toe protection, use new FRESH Deodorant Bath Soap . . . prevents body perspiration yet mild and gentle . . . contains amazing new soap ingredient Hexachlorophene, reported in Reader's Digest.



*also in a new
handy tube*

A Tree Grows in Brooklyn



BENEATH BROOKLYN BRIDGE TWO MAIDENS REACT SHARPLY AS ART LOVER TOTES BARROOM NUDE AWAY FROM THE PAWNSHOP WHERE HE HAD IT IN HOCK

NOW IT TURNS UP AS A BOUNCING BROADWAY MUSICAL

If the current Broadway season is unique in any one respect it may well be because the heroes of two smash-hit musicals die before the final curtain. This injection of a tragic note into popular entertainment—first in *The King and I* (LIFE, April 23) and now in *A Tree Grows in Brooklyn*—does not necessarily indicate an epidemic of expiring heroes or an era of gloom in the theater. It simply points up the fact that Broadway musicals are tackling more dramatic (or even operatic) subjects.

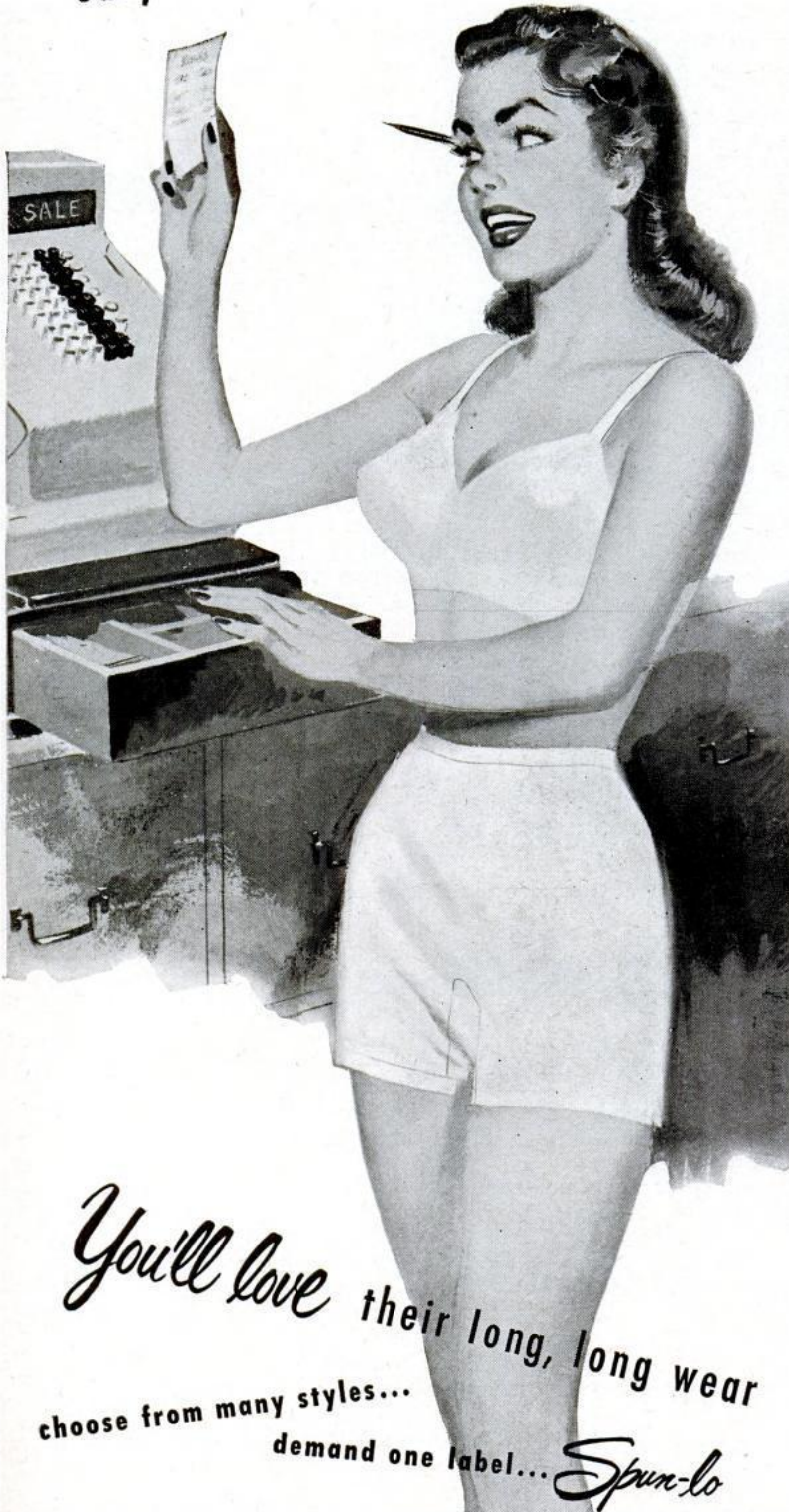
Aside from its hero's demise, *A Tree Grows in Brooklyn*, based on Betty Smith's famous novel and adapted by her and George Abbott for the stage, is a cheerful, sometimes rowdy show. Like the book, it gives off a yeasty atmosphere of Brooklyn in the early 1900s, aswarm

with high-collared dandies and low-bosomed dames. Unlike the book it emphasizes the early life and courtship of Katie and her ne'er-do-well singing-waiter husband, and soft-pedals their daughter Francie. A little deficient in dancing and a little lusterless in its characterizations, *A Tree Grows in Brooklyn* is never quite as good as it could be. Still it has some fine bouncy or romantic songs by Arthur Schwartz and Dorothy Fields and brings to life one character that is 24-carat, if not quite pure, gold. It is Cissy, the easy-going older sister of Katie, who calls all her boyfriends Harry because it sounds so nice whispered in the dark and even pretends to give birth to a baby in order to imbue one of her Harrys with paternal pride (p. 101). Cissy is played by Shirley Booth, and she's terrific.

SHIRLEY BOOTH as Cissy celebrates her amatory adventures in one of show's hit songs, *Love Is the Reason*, with latest friend, Harry (Nathaniel Frey).



I love undies of **Spun-lo**
RAYON FABRIC
budget-priced every day
easy washing, no ironing



You'll love their long, long wear
choose from many styles...
demand one label... **Spun-lo**



INDUSTRIAL RAYON CORPORATION • Cleveland, Ohio
Producers of continuous process rayon yarns and [®] Tyron cord for tires



MOTHERLY ADVICE from Katie (Marcia Van Dyke) is never to use word "drunk" when father is.



HARD-WORKING MOTHER, to support family, scrubs tenement roof, watched by husband (Johnny Johnston), who offers her love but no income.



ROMANTIC FATHER, despite faults, holds love of Francie (Nomi Mitty), who calls him her knight.

CONTINUED ON PAGE 101



To Mom with Love!

There is so much you want to say on Mother's Day...to tell her she's the dearest Mother in the world...to thank her for countless kindnesses, her words of praise and encouragement...to remind her you love her for all the days she has loved and cared for you. You can bring happiness to her...and to others whose motherly love you hold dear...by sending appropriately lovely Gibson Mother's Day cards. The Gibson name on the back will tell her you wanted her to have the very finest.



They're making May 13th
her most
wonderful day!

Her husband's message, in a sweet-scented rose design, says "I'm glad and lucky to have married you!"



Her son in the Service chose a sweet bouquet of violets with a message of "happiest memories and loving thoughts."



Granddaughter selected a pair of playful kittens to carry her Mother's Day hug to grandmother.



Her niece's greeting would delight any aunt, with its sincere message and clever spinning-wheel novelty feature.



A neighbor boy chose a cluster of dew-gemmed roses to tell her "You're a mother who's been very nice to me."



Her daughter's happy card is a heartwarming blend of gay humor and loving appreciation.

GIBSON

Mother's Day Cards

GIBSON ART COMPANY • CINCINNATI, OHIO
Publishers since 1850



THESE AND MANY OTHER FINE GIBSON MOTHER'S DAY CARDS...NOW AT BETTER STORES

LIGHT YOUR HOUSE WITH

Westinghouse

TODAY'S BIG BUY IN

Light Bulbs



60-WATT
3 for only 45¢
Federal excise tax included

100-WATT
3 for only 54¢
Federal excise tax included

Here's another budget tip: For economy and greater See-ability, get the new 150-watt Westinghouse Bulb. It costs only 22¢, including Federal excise tax.



You can depend on Westinghouse all-glass sealed beam headlamps for your car. They never grow dim!



You pay no premium price for the long 7500-hour life and top quality of Westinghouse fluorescent lamps.

YOU CAN BE SURE...IF IT'S
Westinghouse

Enjoy TV's top dramatic show
WESTINGHOUSE STUDIO ONE
every Monday night on CBS-TV.

"Tree in Brooklyn" CONTINUED

CISSY HAS A BABY THE EASY WAY



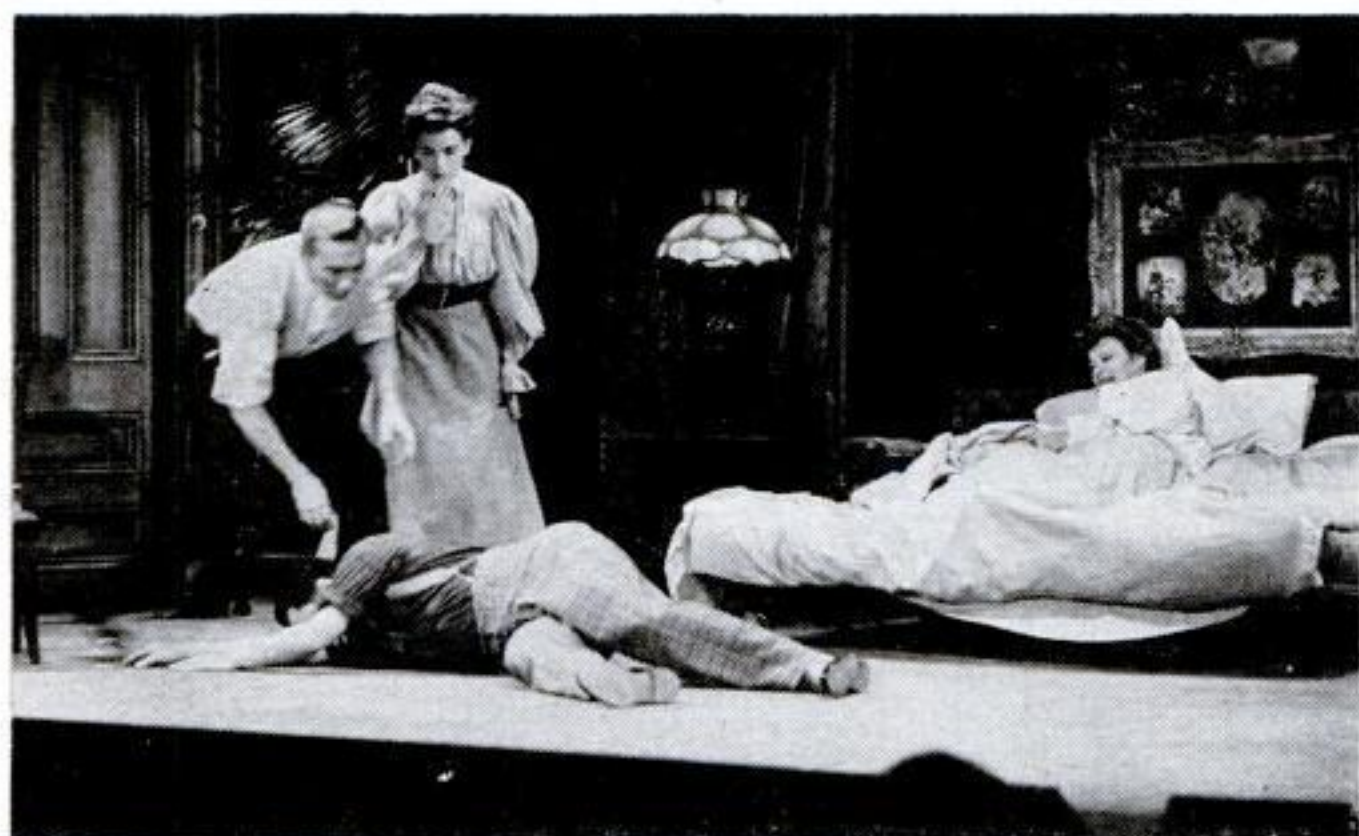
BABY'S BIRTH seems to begin when Cissy pretends to have labor pains on bed, watched by Sister Katie, while deluded mate Harry greets Johnny (left).



THE BABY ARRIVES, carried by Johnny while Harry is in kitchen. Cissy had secretly arranged to adopt a newborn baby from a nearby Italian family.



PROUD HARRY inspects infant, never suspecting it is not his own. Easy-going and unobservant, Harry never paid much attention to Cissy's looks.



EXHAUSTED BY FATHERHOOD, Harry faints. But everybody recovers nicely, and later Harry becomes a father again—this time the usual way.

SIMPLY
BEAUTIFUL...
AND
BEAUTIFULLY
SIMPLE! It's all a matter of fit, my dear! A simple little tape measure in the skilled fingers of a Charis Professional Corsetiere will give you the beautifully slim-smooth contour—plus day-long comfort—you've always wanted. Trained to analyze your figure needs, her skill assures you of exactly the right Charis garment for you—actually guarantees you complete satisfaction or your money back! After all, there's nothing like the right foundation, properly fitted, to trim off the extra inches, and give you a slimmer, lovelier figure! And whether it's beautiful brocade, batiste, or Nylon, there's no guesswork in Charis girdles—or bras, or all-in-ones. They're sold only by a Charis Professional Corsetiere, who assures you a finer fitting in the comfort and the privacy of your own home. Charis is in your phone book or write to Charis Corporation, Allentown, Pa., or Charis Ltd., New Toronto, Ontario, Canada. Remember, only your

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corsetiere can offer you guaranteed satisfaction

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Month-of-May

At Rexall Drug Stores Everywhere

LAUGH WITH AMOS 'N' ANDY
FOR REXALL, EVERY SUNDAY,
7:30 PM, EST, on CBS

Mother's Day
May 13th
Gift Ideas

American Custom Chocolates

1 Pound \$2.00

Delectable milk and dark chocolates; 51 pieces, 29 varieties, with selector chart—beautifully boxed.

COTTAGE CHOCOLATES, kitchen-fresh, 1-lb., \$1.10

CARA NOME
DUSTING POWDER

\$1.50

Luxury she can enjoy day after day. Comes with fine velour puff.

Symphony OAKGRAIN
STATIONERY

\$1.39

Exquisite, distinctive Vellum... 24 sheets and 24 matching envelopes.

Half-Price

"Get-Acquainted" Special

stag BRUSHLESS SHAVE CREAM

Jumbo Tube
Reg. 50¢

Now Only

25¢

No fuss...no rub-in...stays moist! Just smooth it on—and presto—you get a clean, close, face-happy shave. Take this money-saving opportunity to get acquainted with Rexall's exclusive line of men's good-grooming aids.

Stag After-Shave Lotion, zippy, he-man fragrance, 3 oz. 40¢
Stag Hair Oil, for that well-groomed look, scented, 3 oz. 40¢
Stag Deodorant Cream, day-long protection, 1½ oz. 50¢
Stag After-Shave Powder, neutral shade, 3¼ oz. 40¢

Particular Men Prefer
stag

FIRST AID VALUES

First Aid Week—May 13-19—is a good time to check your medicine chest for emergency needs

25% OFF REXALL
FIRST-AID KIT

11 basic items plus First Aid Manual. Handy metal kit fits in glove compartment, medicine chest or desk drawer.

Reg. \$2.25
Now Only
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BANDS

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Ready-to-use, easy-to-open bandages.

REXALL
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20¢

Positively less irritating... sticks better... stays put longer.

Rexall Firstaid Gauze Bandage, sterile, 2" x 10-yds., 27¢
Rexall Reel Roll Cotton, 1½ oz. in handy dispenser, 43¢
Rexall Mercurochrome, with applicator, ½ oz. 25¢
Rexall Tincture Iodine, with applicator, 1 oz. 29¢

REXALL REMEDIES

Fungi-Rex, effective relief from discomforts of Athlete's Foot, greaseless, 1½ oz. 63¢
Rexall Hygienic Powder, dissolves in water for use in spray, gargle, syringe, 6 oz. 65¢
Rexall Corn Solvent, painless corn remover, 29¢
Rexall Milk of Magnesia Tablets, 85's 39¢
Rexall Toothache Drops, large-size 25¢
Rexall Antihistamine Tablets, 15's 39¢
Rexall Little Pills, 100's 35¢

MEDICINE CHEST VALUES

Monacet APC Tablets, aspirin comp., 25's 29¢
Rex-Seltzer, effervescent alkalizer and pain-relief, 25-tablet bottle 54¢
Rexall Boric Acid, powdered or crystal, 2 oz., 23¢
Rexall Cascara Aromatic, fluid extract, 2 oz., 49¢
Rexall Alco-Rex Rubbing Alcohol, full pint 59¢
Rexall Rex-Rub, for aching muscles, 6 oz. 89¢
Rexall Castor Oil, mild, gentle action, 3 oz., 43¢
Rexall Spirits of Camphor, U.S.P., 1 oz. 37¢
Rexall Aga-Rex Compound, laxative, 16 oz., 98¢
Rexall Foot Powder, soothing, absorbs moisture 33¢
Rex-Salvine, antiseptic burn salve, 1½ oz., 53¢
Rexall Soda Mint Tablets, antacid, 140's 35¢

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Wickstyle Household Deodorant, 6 oz. 59¢
Elkay's Insecticide, 5% DDT, full pint 39¢
Rexall Epsom Salt, medicinally pure, pound, 37¢
No. 6 Pine Oil Disinfectant, dilute with water for personal or household use, pint 98¢
Rexall Quik-Swabs, 100 sterile, cotton-tipped applicators, a nursery special 27¢

New!

HELEN CORNELL
FACE POWDER



85¢

Subtly color-blended in the haunting Helen Cornell fragrance... 5 shades.

Facial Tissues, Klenzo, big 300-sheet box, extra-soft and absorbent 24¢
Rexall Cotton Balls, ready to use for first aid, baby care; sterile, 65's 35¢
Tooth Brushes, Rexall DeLuxe, natural or longer-lasting Hyzon bristles, 10 styles 59¢
Rexall Mi-31, Ideal mouthwash, gargle and breath-deodorant, amber-colored, full pint.. 79¢
Rexall Milk of Magnesia, No disagreeable earthy taste, full pint 39¢
Rexall Aspirin, No faster-acting aspirin made, 100 5-grain tablets 54¢

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You Satisfaction or Your Money Back

FOR IRRITATED SKIN



REX-EME

60¢ value for only 37¢

Greaseless, stainless medicated cream relieves minor burns, chafing and minor skin irritations.

Complete Multi-Vitamins



PLENAMINS

72's \$2.59

Daily dose provides 10 Vitamins plus Liver Concentrate and Iron. Includes Vitamin B12.

SUGAR-FREE REXALL TOOTH PASTE

Sugar-free formula helps prevent tooth decay when used after eating. Fresh flavor, "live-foam" action.

3¼-Oz. Tube

47¢

A Real Buy!

OLSEN'S AEROSOL
INSECT KILLER



12-Oz. Bomb

87¢

Fingertip control releases fine DDT vapor... kills many household insects instantly.

DENTAL BUYS

Rexall Klenzo Antiseptic, ruby-red, cinnamon-flavored mouthwash and gargle, pint 79¢
Rexall Ammoniated Tooth Paste, University of Illinois formula, pleasant after-taste, 3¼ oz., 49¢
Rexall Ammoniated Tooth Powder, 3 oz. 43¢
Licensed by University of Illinois Foundation
Rexall Denturex Adhesive Powder, 3 oz. 55¢
Rexall Denturex Denture Cleanser, 4 oz. 50¢
Rexall Denturex Adhesive Jelly, 2 oz. 60¢
Rexall Dental Floss, 30 yards 25¢

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Cara Nome Cold or Cleansing Cream, 3 oz., \$1.10
Cara Nome Hormone Cream, 10,000 I.U. Estrogenic Hormone per ounce, 2 oz., \$1.65
Silque Beauty Lotion, the "all-over" skin lotion, non-sticky, fragrant, 6 oz. \$1.00
Dainty Deodorant Cream, 1½ oz. 49¢

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Medford Wonder Package, 42 flat sheets of white vellum, 32 matching envelopes 39¢
Lord Baltimore Portfolio, 36 large sheets white linen stationery, 24 matching envelopes, 59¢
Belmont Mechanical Pencil, always ready 20¢
Air Mail Tablet, (Onion Skin) 15¢

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NURSE'S HANDS REACH INTO SEALED, AIR-CONDITIONED INCUBATOR TO OIL-BATHE A WIZENED TWO-POUND INFANT BORN THREE MONTHS BEFORE HIS TIME

PREMATURE PARISIANS

Plexiglas chambers from the U.S. give French infants who were born too soon a new lease on life

The fragile bundle of bones and wrinkles lying in the Plexiglas chamber above is one of France's tiniest citizens. Like one baby in every 14, he was born too soon, before he was large enough or fully enough developed to cope with the serious business of eating, breathing and withstanding infections. Yet because he is sealed in a protective environment, he has a good chance to survive and may equal or surpass full-term

babies in size and development by the age of 4.

His elaborate plastic container is a modern incubator called an Isolette, one of several at the Ecole de Puériculture, a famed child care center in Paris. The Isolette reproduces the even warmth of the womb, and the air inside is kept moist, warm and extremely high in oxygen content. The hood is never lifted until the baby is ready to graduate into a regular nursery. He is

fed, examined and weighed by hands that reach through the ports.

Although such modern incubators are fairly common in the U.S., they have only recently come into general use in France, and this mostly as a result of donations by the U.N. But already the Ecole de Puériculture can boast a survival rate among prematures of more than 80% compared with only 40% in some parts of France.



"Easy"

says
**Joan
Caulfield**



How to Lose Weight and Look Lovelier

Now! Lose weight *the way* Nature intended you to! A quick natural way with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure!

When you take Ayds before meals, as directed, you can eat the foods you like. Ayds contains no harmful drugs . . . calls for no strenuous diet.

Ayds is a specially made candy containing health-giving vitamins and minerals. It acts by reducing your desire for those extra fattening calories . . . works almost like magic. Easily and naturally you should begin to look slimmer, more beautiful day by day.

Users report losing up to 10 pounds with the very first box. In fact you must lose weight with the first box (\$2.98) or your money back.

• "Whenever I step on the scales and don't like what I read," says lovely screen star, Joan Caulfield, "my first thought is Ayds. In my circle of friends, we all agree that Ayds is the most wholesome and natural way to a good figure!"



The Loveliest Women in the World take AYDS

Premature Parisians CONTINUED



FIRST INCUBATOR in which premature is placed is portable trunk. Midwife (right) delivered baby at home, then called hospital which sent nurse, box.



FIRST JOURNEY for the baby is a hurried trip to hospital by taxi. Man helping nurse carry incubator is the baby's uncle. Bottle on lid holds oxygen.



FIRST PEEK at her child comes 10 days after its birth for nervous mother outside glass door. She will not be allowed to touch it until it weighs five pounds.

CONTINUED ON PAGE 106

New for furniture! A lasting hand-rubbed look with a few easy wipes!

O-Cedar Dri-Glo is faster than old-fashioned wax, its rich luster lasts months longer than any other polish!

Now you can give your furniture a lasting hand-rubbed look with a few easy wipes. It's a snap with O-Cedar Dri-Glo.

Not a wax—contains silicone! Dri-Glo is O-Cedar's new, non-oily silicone polish for furniture. It covers

wood with an invisible glass-like film that brings out all its natural color and gloss. Dri-Glo's clear, silky sheen *lasts* like wax, but eliminates the hard work of rubbing!

The 10-ounce bottle of Dri-Glo does all the furniture in the average 6-room house. And the lovely luster lasts months! Ask for Dri-Glo where you buy your cleaning supplies.



60 day shine in 60 seconds! Smooth on Dri-Glo, let it dry, polish for 1 minute or less. The deep, soft hand-rubbed look lasts for months.



Hot coffee won't mar this surface! Wipe away spills and sticky finger marks with a damp cloth. Zip—your lasting Dri-Glo luster gleams again.



Dust can't cling to Dri-Glo! There's no oily film or sticky wax to catch dust. Dri-Glo's satin-smooth, *dry* finish *stays* bright with less dusting.



O-Cedar dri·glo 98¢

Big 6-Room Size

A NON-OILY SILICONE POLISH
by the makers of the famous O-Cedar Sponge Mop

O-Cedar Corp.
Chicago, Illinois

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GUARANTEE! Your money back if you aren't completely satisfied Dri-Glo lives up to every claim made for it here.

4 women and Tampax

The timid woman finds in Tampax a method of sanitary protection invented by a doctor and already accepted by millions of women in more than 75 countries... These twin facts give her confidence in adopting a method "so different."



The popular woman soon discovers that Tampax cannot cause odor because it is worn internally. With her mind at ease on this score, the lady becomes more assured socially on "those days." (It really makes a difference!)



The outdoor girl appreciates the discarding of belts, pins and external pads (those old enemies of freedom and activity). Also there's the compactness of Tampax... a month's supply will go into an ordinary purse.



The office girl knows how quickly Tampax can be changed, how easily disposed of. Pure surgical cotton in slender applicators—neat and dainty. Sold everywhere at drug, notion counters; Regular, Super, Junior absorbency sizes. Look for Tampax Vendor in rest-rooms throughout the United States. Tampax Incorporated, Palmer, Mass.



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Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

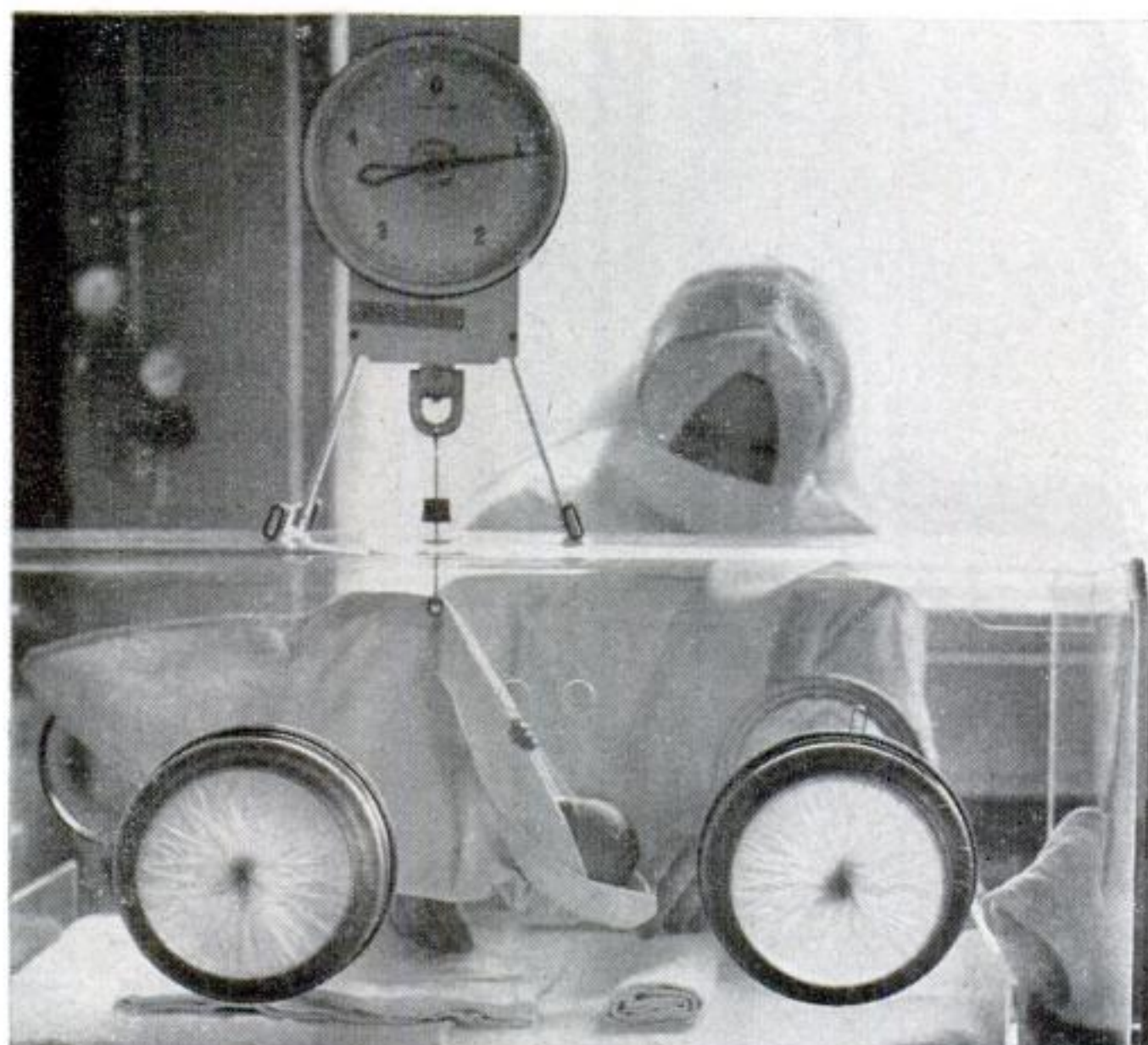
() REGULAR () SUPER () JUNIOR

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Address _____

City _____ State _____

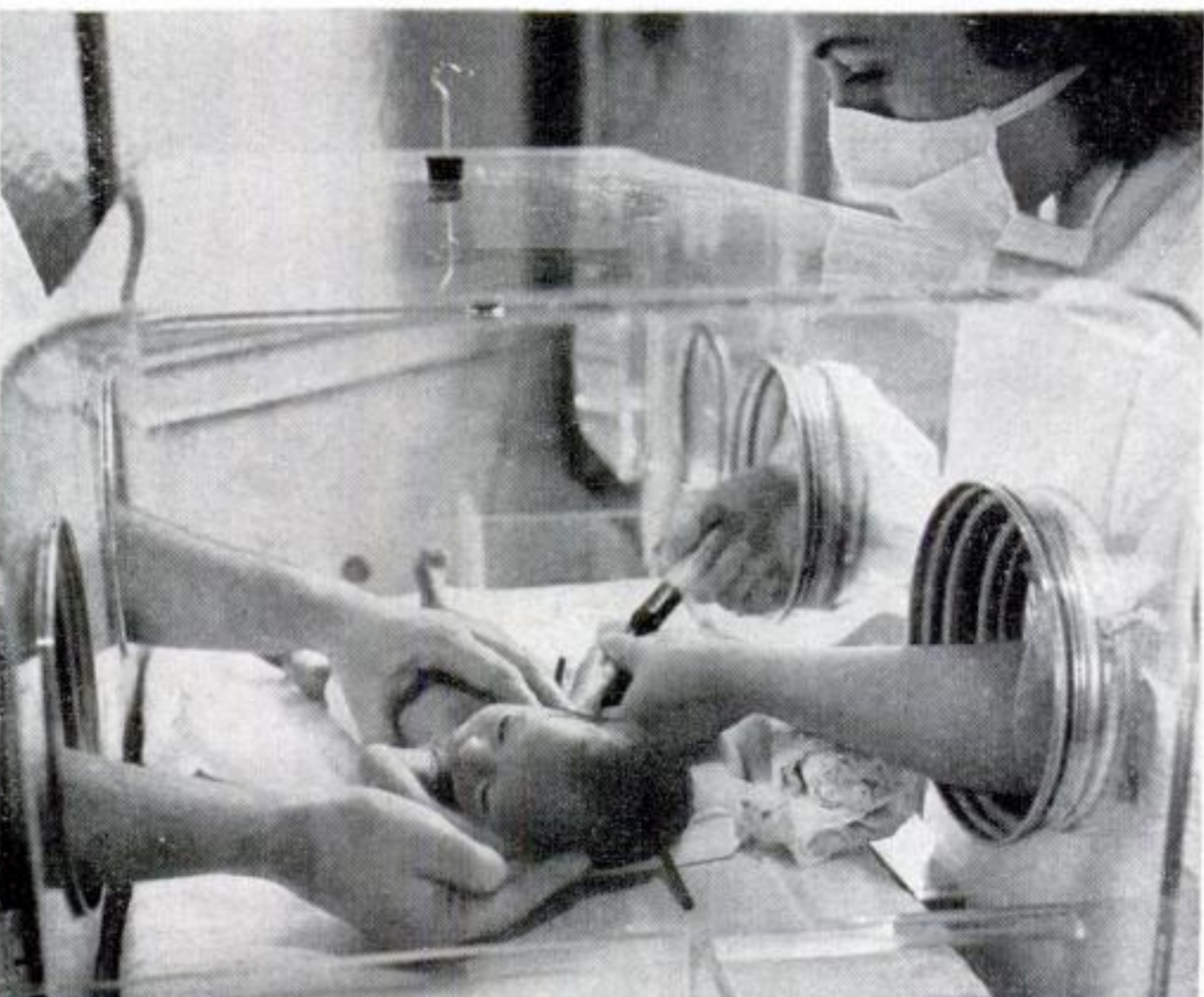
Premature Parisians CONTINUED



WEIGHING premature baby is accomplished through a small hole in top of incubator hood. Dial is calibrated in kilograms. This baby weighs 2½ pounds.



FEEDING requires insertion of tube through baby's mouth into esophagus so that milk can trickle into stomach. Prematures are often unable to swallow.



TRANSFUSION of whole blood is normal procedure in early care of premature baby to compensate for underdeveloped ability to manufacture its own.

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WORLD'S
LARGEST
SELLING
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98¢

B.B. "PERMA-DRI"
refills sold everywhere
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Don't Be FAT!

Take R.D.X. Tablets before meals to help you curb your appetite for unneeded foods. Between meals, R.D.X. Tablets help you stave off hunger that causes you to overindulge in fattening snacks. Reducing becomes more pleasant, a more enjoyable way of eating.

If your doctor has told you to take off weight, ask him about the wonderful new R.D.X. Tablets and Reducing Plan. R.D.X. Tablets contain no harmful drugs.

Let The Scales Show You. You do want to lose weight, don't you? Then buy a package of R.D.X. at your drugstore today and follow the R.D.X. Reducing Plan. You lose weight or money-back.

Removes jar lids and caps easily

DAZEY MODEL NO. 400AC

\$6.95 Others as low as **\$4.95**

All Chrome DAZEY "OPN-SEAL"

The most stubborn caps and lids are removed in a jiffy with the Dazey Opn-Seal... makes no difference if they're screw or vacuum caps. Avoid injuring your hands. The Dazey Opn-Seal is available in a variety of colors and finishes. At department, home furnishings, and hardware stores.

Be sure it's a **DAZEY**

The name "Dazey" on "Kitchen Helps" is equivalent to the mark "Sterling" on silver.

Fashion Academy Award 1951



week-end specials!

The Van Heusen Gabardine Special is right on time for a wonderful time!

It's a trainload of new, completely washable gabardine sport shirt styles . . . in fine lustrous rayon gabardine that gives you the right of way wherever you are.

Make your reservations now at your Van Heusen dealer.

\$2.95 to \$5.95 All completely washable.

Van Heusen
REG. T. M.
gabardine sport shirts

- a.** Van Gab gabardine sport shirt and harmonizing Van Vee gabardine vest. Shirt has two-way California Lo-No collar. 32 colors, **\$5.95**. Washable vest with knitted back, **\$2.95**.
- b.** Pullover Teezer with gabardine front, knitted collar, waist and back, **\$2.95**.
- c.** Two-way California Lo-No model with saddle stitching, **\$5.95**.
- d.** New Van G-i-v-e*. Gabardine front, knitted back. Short sleeves, **\$3.95**, long sleeves with knitted waist and back, and with knitted or regular cuffs, **\$4.95**.

*PAT. PEND. REG. T. M.

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Rose and blue! One of the many glamorous color harmonies so easy to create with SUPER KEM-TONE colors.



ROSE and BLUE... COLORS YOU LOVE TO LIVE WITH!

Super Kem-Tone®

\$1.59 QUART **\$4.98** GALLON

DEEP COLORS SLIGHTLY HIGHER
NO THINNING—JUST STIR AND APPLY

SUPER KEM-TONE is Guaranteed* Washable or your money back by seven leading paint companies...

Acme Quality Paints, Inc., Detroit John Lucas & Co., Inc., Philadelphia
W. W. Lawrence & Co., Pittsburgh The Martin-Senour Co., Chicago
The Lowe Brothers Co., Dayton Rogers Paint Products, Inc., Detroit
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AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE

SUPER KEM-TONE is the new discovery in decorating, a truly exquisite finish that has all the qualities you want in a wall paint for living rooms, dining rooms, bedrooms. It looks rich as velvet but is tight and tough like rubber. You can wash it again and again without marring its matchless beauty. Easy to apply, too. Comes ready to use, glides on like magic with brush or Roller-Koater. Lovely pastel tints, high-fashion deep tones, gorgeous intermediate shades... all SUPER KEM-TONE colors go on easily, smoothly over previously painted walls, over wallpaper, plaster and wood. You'll experience a real thrill when you use this marvelous new paint.



SO EASY TO APPLY...
Ready to use, no thinning, just stir and apply. SUPER KEM-TONE goes on "like a breeze" with brush or Roller-Koater, dries quickly... evenly... beautifully. A new room in a day!



"IT'S GUARANTEED WASHABLE..." After it is thoroughly dried, tests prove SUPER KEM-TONE will withstand repeated washings with usual household paint cleaners without impairing its beauty.



Kem-Tone

TOP VALUE IN THRIFTY HOME BEAUTY

The oil paint that mixes with water. Your outstanding value in home decoration where a lovely flat matte finish is desired. Amazingly economical, a gallon of KEM-TONE, thinned with water, makes a gallon and a half of paint, ready to apply, at only \$2.66 a gallon.

\$1.35 QUART **\$3.98** GALLON (In concentrated paste form)



KEM-GLO

LOOKS AND WASHES LIKE BAKED ENAMEL

The miracle lustre enamel for kitchen and bathroom walls and all interior woodwork—for interior and exterior furniture. Goes on like magic. One coat covers most surfaces. Dries in 3 hours. Washes as easily as your refrigerator. Even boiling water will not harm KEM-GLO'S beautiful finish. Gorgeous new colors.

\$1.39 PINT **\$2.39** QUART **\$7.98** GALLON





AT A RALLY IN WALES LAST MARCH ANEURIN BEVAN HAD A FINE TIME AT HIS FAVORITE SPORT: GIVING THE TORIES HELL

BALEFUL BEVAN

HIS BRILLIANT VITUPERATION, POLITICAL SHREWDNESS AND EXTRAVAGANT HATRED OF THE U.S. MAKE LEADER OF BRITISH LABOR'S LEFT WING A SCOURGE EVEN TO THE COLLEAGUES HE DESERTED

by RICHARD L. WILLIAMS

WHEN Aneurin Bevan bolted Britain's Labor Cabinet last week, he demonstrated perfect mastery of his chosen role as the petulant bad boy of British politics. No character on the British scene but Churchill's has been so played to the hilt—with frenzy, forensics and a heavy touch of ham. As with few people, Bevan's character could be spelled out in a simple A B C: ambition, brashness, courage. Or in the kind of language Bevan would appreciate more: gall, gab, guts.

Last week's display was pure Bevan. His timing was crudely clever: the Labor government had been nursing itself through Parliament with the slimmest of majorities, while its leadership had become enfeebled by illness and death among its top men. Bevan's political appeal was cunning: his charge that rearmament cost too much in lost social benefits might stir only cold fury among all informed party leaders but it shrewdly bid for popular support in a country weary of austerity. And unmistakably his was the action of an inordinately ambitious man: at one stroke he disassociated himself from an unpopular regime and situated himself strategically as a top contender to lead a rejuvenated Labor Party into future battle and future power.

The mixed temper of the Conservatives best reflected the kind of apprehensive respect that Bevan excites. Even as they rejoiced at the socialists' agony, they felt nagged by an ugly fear that Bevan himself would survive any Labor debacle, go over to guerrilla political warfare, and somehow cheat the Conservatives of any victory. This is what makes the man exciting and frightening: an extravagant endow-

ment of personal qualities, some contradictory but all spectacular.

In House of Commons debates he is unrivaled in versatility, shifting easily from the bearish truculence of a John L. Lewis to the roguish charm of a Jimmy Walker or the dismaying messianic zeal of a Carrie Nation. He is the only man in the party who can stand up to Winston Churchill and trade him blow for oratorical blow. During the war he once declared, with a sneer for the Prime Minister, that the Allies "approached the problem of attacking Italy like an old man approaching a young bride—fascinated, sluggish and apprehensive." Churchill retorted by calling Bevan "an architect of disloyalty." When Bevan described the Prime Minister as "a ridiculous figure parading in a silly uniform"—the famous zippered "siren suit"—Churchill was stung enough to label his critic a "merchant of discourtesy."

Aneurin Bevan exhibits in conspicuous excess the capacity for vanity and self-intoxication which are essential to the demagog, the breadth of view and reasoning power essential to the statesman and the lust for power essential to both. He is the only man in the top Labor hierarchy in whom the twin intellectual and trade-unionist roots of British socialism have been successfully blended, and as a result he enjoys the biggest rank-and-file following of all the socialist leaders.

His greatest political asset, however, is his power to move people, whether he is preaching to the converted in his native Wales, or spell-binding the most sophisticated audience in the world, in Commons, or dominating the thrust-and-parry of conversation in a London draw-

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Golf Champion
says**



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AS LONG AS 3 DAYS!**



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***P.S.
to the Ladies—
Buy Him His
First Bottle!**



BROODY STUDENT, at 20 Bevan had a scholarship at a labor school in London.

BALEFUL BEVAN CONTINUED

ing room. Sometimes his gift for invective phrase evokes grudging admiration, but often as not he moves his listeners to anger, and some of his hot denunciations have aroused fear. Three years ago at Manchester he proclaimed in a shaking voice his "deep, burning hatred for the Tory party. . . . So far as I am concerned they are lower than vermin." The phrase "lower than vermin" brought gasps, and stuck; all over the land, in last year's election, socialist candidates were embarrassed by it. It has contributed to a genuine presentiment that Bevan has in him the makings of a ruthless and vengeful dictator.

A rather lighthearted and well-publicized act of retribution by Conservatives fell upon Bevan two years after the "vermin" speech. He had gone as a guest to White's, a venerable Tory club. There Bevan was observed sipping a drink by the Hon. Hugh Stanley, 24-year-old brother of the Earl of Derby. Horrified, Stanley telephoned across the street to Brook's Club and asked a pal, John Fox-Strangways, son of the Earl of Ilchester, if he didn't think it was an outrage for that man to invade their sacred haunts. Forthwith, the impulsive Fox-Strangways crossed to White's, arriving there just as Bevan and Sir John were leaving. Fox-Strangways, whose family motto is *faire sans dire* (deeds without words), wordlessly gave Bevan a kick in the pants. A less impulsive Tory clubman was dismayed by Fox-Strangway's revenge: "Damn-all silly thing he did, you know. Why, it undid half the good Bevan's vermin speech did us!"



MOTHER cared for a family of 10 on a coalminer's wages.

Around this disputatious Welshman legends grow like weeds, many of them fertilized with malice. Countless stories are told about Bevan's stubborn refusal to wear formal dress at formal affairs. Before a Buckingham Palace party, the king's secretary is said to have telephoned the minister's secretary to say, "Do tell him that tonight it's white tie."

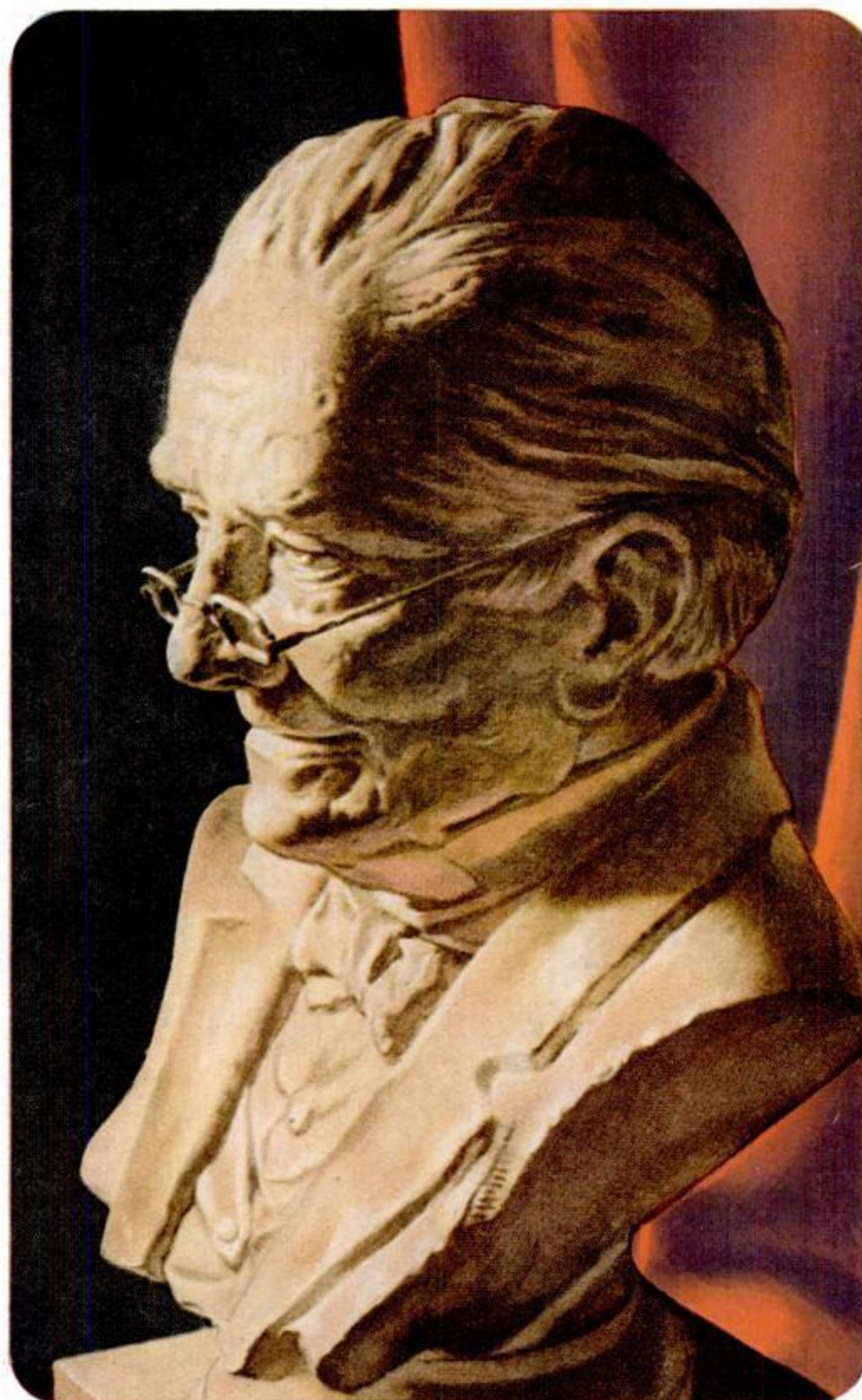
The minister obediently turned up in a white tie—with his usual lounge suit. At one point in the evening he was engaged in an earnest conversation with the king. And whatever did the rambunctious commoner and the king find

to talk about, a friend asked Bevan. Why, he replied easily, about their common affliction of stammering, and how their respective doctors had treated it.

Despite his aversion to formal dress Bevan has a sybaritic side and he indulges it within the limits of his £5,000 (\$14,000) ministerial salary. "I dare say Nye has consorted with people of wealth more than Clem Attlee, Ernest Bevin and Herbert Morrison put together," says one of his journalist friends. "Most men with his background are either smothered by such contact—which shows what they are really out for—or they behave like 'sea-green incorruptibles,' refusing even to take a cup of tea with the rich, which shows what they really fear. Nye simply savors the pampered weekends, the fine wines and the Havana cigars without being in the least corrupted by them."

CONTINUED ON PAGE 113

Head of the Bourbon Family



100 PROOF



AMONG all good things there is always a best.

The best in bourbon is Old Grand-Dad.

Old Grand-Dad goes into the aging casks a superior whiskey, expertly distilled from finest grains.

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Think you know how close a shave can be?

Just wait till you follow legions of other men—and try the wonderfully different Schick "20."

Wait till you hold this balanced new shape—lightest electric shaver out—and feel it nestle in your fingers.

And—just wait till you learn how *easily* your whiskers glide off with this revolutionary new electric shaver.

For Schick's brand-new Hi-Velocity Heads get whiskers off as *fast* as you can move the "20" over your face. They get 'em right down at skinline—because these heads have Schick's exclusive comb edges plus interceptor bars for skin-close shaving.

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In a few flying moments—you're shaved. *Close? Clean?* Check your face in a magnifying mirror—you'll see the smoothest skin you've ever shown the world.

What's more, the "20" comes to you in its very own Caddie Case, designed to fit your bathroom shelf or suitcase. So get set for a really close shave. Get a new Schick "20" at the nearest dealer's. The Schick Super and Colonel are there, too. Schick Incorporated, Stamford, Conn. Service offices in principal cities.

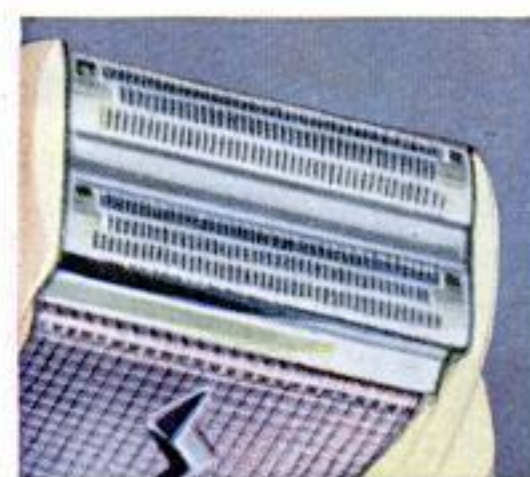
Schick "20"—\$24.50 • Schick Super—\$22.50 • Schick Colonel—\$17.50



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MARRIAGE to Jenny Lee gave Bevan a helpmate who was also a good politician.

BALEFUL BEVAN CONTINUED

Lord Beaverbrook found that out when he offered Bevan a job on the *Express*, at the equivalent of a Cabinet minister's pay, and was turned down. They would be bound to disagree, said Bevan, and then he would have to sacrifice either his principles or his standard of living, and that would be awkward. Once, visiting the Tory press lord, Bevan opened the Apocrypha on the library table and told Beaverbrook with a smile, "Here's a verse in Ecclesiasticus that describes my relationship with you: 'Do not see too much of the rich lest they corrupt you, or too little lest they forget you.'" The relationship has deteriorated since then.

Considering what he came from, Bevan could be forgiven a measure of corruption. He came from the Monmouthshire mining town of Tredegar, which sits astride a valley that must have been green and beautiful before the Industrial Revolution. By the time Miner David Bevan and his wife Phoebe started their family, the valley of Ebbw Vale was as ravaged as any in South Wales. It was rimmed with barren ramparts of slag and stifled in smog, as it still is, and whenever the atmosphere cleared there was nothing to cheer the eye, only row on row of miners' drab houses.

The Bevan house, with four rooms, sanded floor and no bath, was better than some and worse than others in Charles Street, where Nye was born in 1897. He was the third of eight children, whose fervently Welsh mother gave her brood such names as Arianwen, Iorwerth, Myfanwy and Blodwyn.

"For a time," he remembers, "there were the ten of us, and two bachelor uncles too, living at 22 Charles Street in those four rooms." Phoebe Bevan must have been a determined woman, for somehow she managed to buy a house at No. 7, in the upper-class end of Charles Street, and after that they had two more rooms and plumbing as well.

Tredegar was a more enlightened town than some. Its miners supported a medical aid society, which Father Bevan helped to found.

He was a shifted sinistral, that is to say, a left-hander who was forced to become right-handed, and he developed his stammer in the process, so that he became shy and bookish. At 12 he passed a test which got him out of Serhowy school a year ahead of the statutory age. "I celebrated," he says, "by hiding behind a wall and pitching a snowball with a rock in it at the principal."

Most Ebbw Vale boys resigned themselves to lives as gritty and meaningless as those of the pit ponies, but Nye Bevan began groping for a life beyond the valley's treeless hills.

He went down in the pits at 13, but not to make it his career. Before he was shaving, he was a zealous member of the miners' lodge, and when he found that his stammer kept him from getting a hearing at meetings, he set out to overcome the stammer. "He would force himself to break into street-corner arguments," says a friend from those days. "And when he could make himself understood he would make his views prevail, for he was reading Karl Marx as well as Rider Haggard, and John Stuart Mill as well as Owen Wister, down in our library. And besides, he had stuffed himself with synonyms, you see, so that whenever his tongue tripped on a word, his vocabulary was so huge he could instantly switch to any of a dozen others."

He has not been at a loss for words since. In the pit, where he did exactly the work that was required and not a lick more, a foreman asked him why he didn't take off his jacket like the others. "Show me where it says in the contract that I must," snarled Bevan.

While he was still in his teens his eloquence won for him the

CONTINUED ON NEXT PAGE



YIPE
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A mucked-up oil filter can cost you plenty in engine repairs. Get in a new Purolator* Refill—quick!

Not a pleasant sight, is it? But wait till you see the repair bills that a filter like this can cost you. So next time you check your oil, make it a *double* check and check your filter, too. That filter was put in your car to trap all the gritty abrasives *before* they could slip into your engine and chew away at precision parts. But, naturally, only a *clean* filter can do this vital job.

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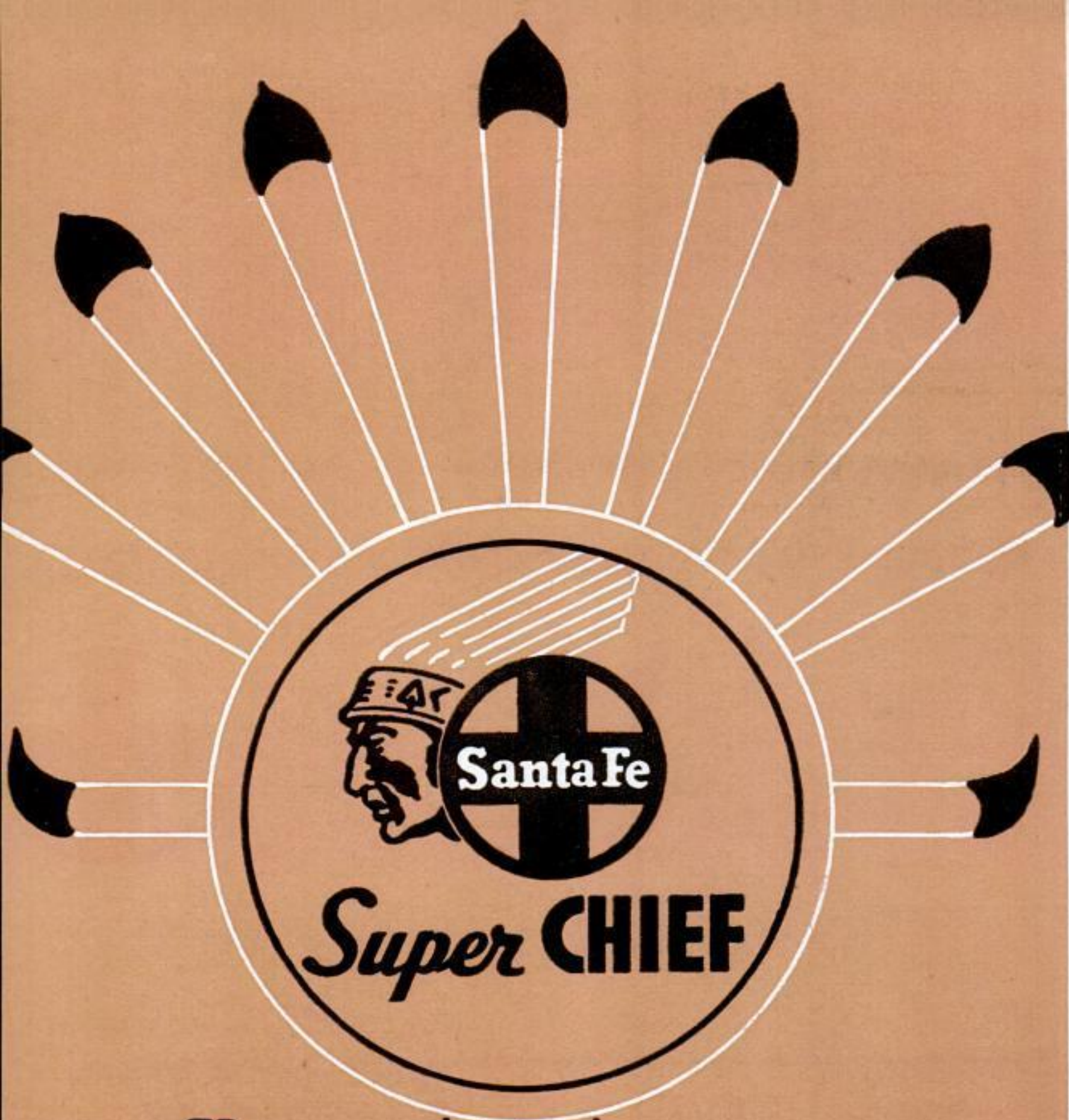
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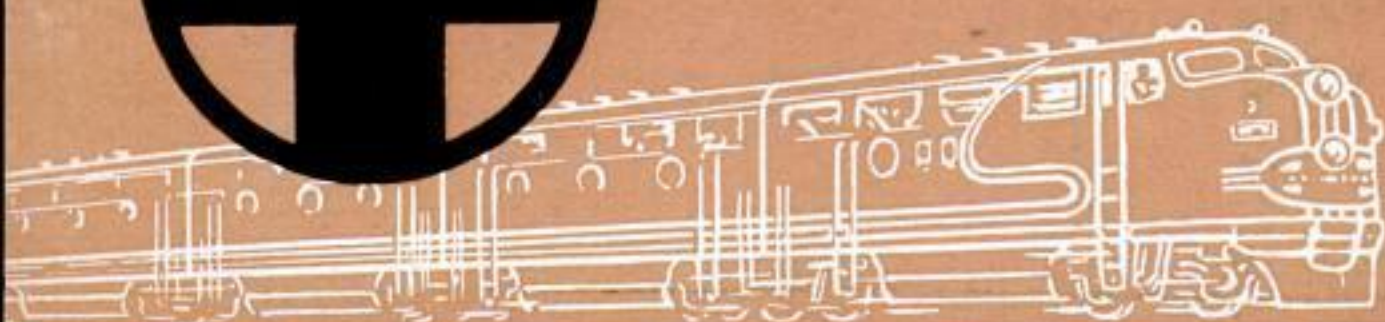
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For reservations, consult any ticket agent or travel agent.



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UNITY WITH REDS against Fascism was favored by Bevan in 1936. He is shown here at London demonstration with Communist Wal Hannington (left).

BALEFUL BEVAN CONTINUED

chairmanship of Tredegar Combine Lodge, and before long his days in the pit were over. He became the leader of 4,000 unionists, presiding over their meetings and heading their deputations to the "masters." One night in 1918 he found a sergeant and a police constable waiting for him at his home to arrest him for ignoring a call-up to the service.

Bevan was enraged, for he suspected that the mine owners were getting him drafted to be rid of him. He was all the more furious because his sister Margaret Marie lay ill in the next room. "If she dies and you bring it on," he said savagely as he went off to be booked at the police station, "I'll cut your bloody throats!"

At his trial a fortnight later, he merely asked if miners with nystagmus, an affliction of the eyes, were not exempt from service. Told that they were, he whipped out a paper and said coolly, "Here's my certificate." He had obtained it the day before.

The miners rewarded Bevan's fight for better conditions with a two-year scholarship at the Central Labor College in London. In an unorthodox way he made the most of this opportunity. For days on end he appeared to loaf, ignoring his studies, and then at night would keep his fellow students up till all hours in stormy bull sessions. Reproached for being lazy, he laughed: "And why should I work all day when I can find out all you've learned in two hours of argument at night?"

Back home in Tredegar, he found himself blacklisted at the mines; the owners wanted no part of the dangerous young man the miners had sent to school. Bevan spent some time on the dole, dug trenches for gas mains and became proficient at snooker in the billiard room of the Working Men's Institute. For a time he was reduced to living on a sister's earnings, which left him time to plot vengeance on the "lower than vermin" Tories on whom he blamed this degradation. Then he became a checkweighman at a colliery and a "disputes agent" in the town, being paid by miners' contributions in both jobs. He also met up with a schoolteacher named Archie Lush, another smart young man of the valley, who was to become the silent partner in his political career.

"We decided to capture the local government, which was run by the mine owners' men," Lush says frankly. "In various clubs around the neighborhood I'd pinch the job of secretary, and Nye the job of chairman. We got him on the Urban District Council in 1922, got more seats in 1925, swept it in 1928 and put him on the county council at the same time." Meanwhile, in Britain's general strike of 1926, Bevan ran the miners' "council of action" which shut up Tredegar tight as a drum.

Thanks to this efficient groundwork it was little trouble to get the Ebbw Vale constituency to send 31-year-old Nye Bevan to Parliament in 1929. His majority was 11,164. The miners have kept their protégé in Parliament ever since. In 1950, returning him for his 21st year, they pushed his majority over 21,000 as an anniversary present. It is no wonder that his is called the safest seat in the House of Commons.

Forty years before Bevan got to Westminster the young Lloyd George, destined to be the first prime minister from Wales, made his maiden speech as an M.P. It was a brash attack on Lord Randolph Churchill and Joe Chamberlain, whom the young man ridiculed

CONTINUED ON PAGE 117



Nature's own



Our stylists went back to nature for this newest fashion leader. Its deftly designed mother-of-pearl buckle is adorned with your initial in a handsome handcrafted letter. The belt is in top grain bridle, in a choice of colors to blend with any attire. Another SWANK masterpiece that's grand to give or get. Pearl Buckle, \$2.50 Bridle Cowhide Belt, \$1.95 The Set, \$4.45

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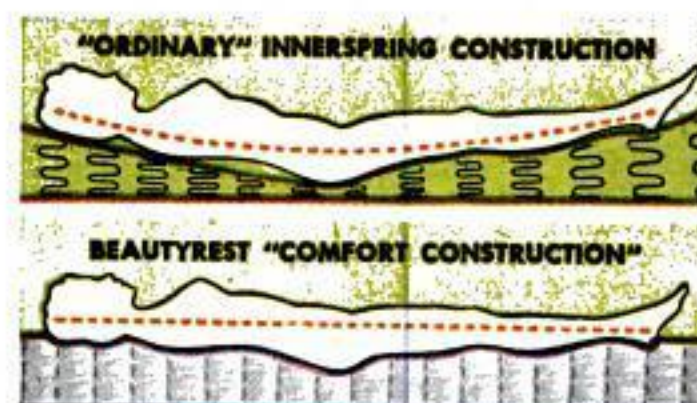
And that place is: a *Beautyrest** mattress. Famed all over the world as the ultimate in sleeping comfort.

And what is it that makes *Beautyrest* more comfortable than other mattresses? *It's the construction.* *Beautyrest* is made differently from all other mattresses. Made for better comfort. (See below.)

And *Beautyrest* is yours for less than 2¢ a night. The best mattress buy today. Ask your dealer about it now, during National *Beautyrest* Month!



Can't Sag—*Beautyrest* Independent Coil Construction (no springs wired together) means springs *can't* pull each other down. *Proof:* Water glass on springs won't tip when near-by spring is depressed.



Gives You "Levelized Support"—Top chart shows how ordinary mattress lets body slope. But *Beautyrest* (bottom chart) gives perfect, "Levelized Support" to every part of your body. No hollows.



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Only *Simmons* makes
Beautyrest

ALSO FROM THE HOUSE OF SIMMONS: Matching *Beautyrest* Box Spring, *Deepsleep** Mattress, *Hide-A-Bed**, *Ace** Spring.

*Trade-mark Reg. U. S. Patent Office.
Copr. 1951 by Simmons Co., Mdse. Mart, Chicago, Ill.

as "political contortionists," and it marked him as a man to be watched. Being a young man in a hurry, Nye Bevan likewise wasted no time in jousting with small fry. He launched his Parliamentary career with a brash attack on Lloyd George. In a debate on a coal mines bill, he accused the elder statesman of using his Parliamentary position "for the purpose of trying to put new life in the decaying corpse of Liberalism," and of trying "to get from the already dry veins of the miners new blood to revivify the industry." Listening, Lloyd George turned white too. "I believe he saw a ghost that day," says a witness of the debate. "It was the ghost of his own youth."

Having an appetite for good living, Aneurin Bevan, M.P., sometimes starved himself at breakfast and lunch so he could afford to dine in style at swank Prunier's in St. James's Street. More often he was entertained in smart Chelsea studios and Mayfair drawing rooms, where he soon had a reputation as a well-read, well-spoken young man with a ready wit, a boisterous laugh and an undeniable charm. The latter quality was enhanced, if anything, by his tendency to bite the hands that fed him. He was never happier than when lecturing his hostess and a roomful of guests on his plans for destroying the system which made it possible for them to entertain him.

It was fair warning of the revolution which was to raise the average wage in Britain by 140% between 1938 and 1950 while leaving only 86 people out of 50 million with an income (excluding capital gains) of \$18,000 a year after taxes in 1949. Thus none of the people who heard Nye Bevan's parlor talk in 1929 need have been surprised to hear him say in 1949, "Of course, millionaires are worse off now. We intended that they should be. And further redistribution is to take place, because redistribution is also retribution."

British and Russian slaves

IN Parliament's summer recess of 1930 Bevan made a trip to Russia. His fellow travelers were three other M.P.s, and the four of them were destined to travel even farther together in the next two decades. One was John Strachey, who came home with an infatuation for Soviet Communism that did not cool off for years; it is still brought up to plague him as Clement Attlee's war secretary. The second was George Russell Strauss, the Labor party's captive millionaire who is now minister of supply. The third was pretty Jennie Lee, a Fifeshire coalminer's daughter whom Bevan married four years later. On their return Bevan's only public utterance about the U.S.S.R. was too noncommittal ever to be called incriminating. He merely said that while Britons were slaves to the past, the Russians were slaves to the future.

In the course of his apprenticeship for political power Bevan also visited embattled Republican Spain and made his maiden voyage to the U.S. When his pocket was picked one day on the New Haven railroad platform, he was unperturbed; he had seen enough movies, he said, to know that this was an everyday hazard in America. But when he visited San Francisco during the waterfront battles of 1934 and saw Harry Bridges' strike headquarters burned at the height of the general strike, he was shocked. "Why, the town was in the hands of vigilantes!" he exclaims, doubtless reflecting that Tredegar was in far safer hands—his own—in the British general strike of 1926.

Bevan has taken a dim, distrustful view of the U.S. ever since. It enrages him to see capitalistic America gobbling the world's natural resources at a profligate rate for the mass production of automobiles and gadgets that wind up on the junk heap. He declares combatively, "I consider America a greater menace to the world, in the long run, than Russia—and the way you are consuming paper, I consider you a greater threat to freedom of the press than Perón!"

His distress about the U.S. is reinforced by his wife, who has seen more of it and is even more antagonistic about it. At a dinner party in London plump Jennie Lee once declaimed so spitefully about the "good America" represented to her by Walter Reuther, and the "bad America" represented by nearly everybody else, that the guest of honor, Eleanor Roosevelt, felt compelled to rise in firm rebuttal.

Nye Bevan likes to say that a man has only so many political lives to lose. Early in his Parliamentary career he made an alliance that was to cause the loss of one of his lives. The other party to it was Sir Stafford Cripps, later Labor's austere Chancellor of the Exchequer. Bevan took an active part in promoting Cripps's famed Unity Manifesto of 1937, which advocated a popular front amalgam of all splinters of the left, including Communism, to fight the fascists. This agitation ended in 1939 with the expulsion from the party of Bevan and Cripps, together with George Strauss.

As a platform from which to broadcast their leftist views the three outcasts, with Jennie Lee and Mrs. Strauss, had the weekly *Tribune*, which they founded in 1937. The expulsion from the party lasted

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**Stopette is
easier than ever to
use...and its
protection lasts**

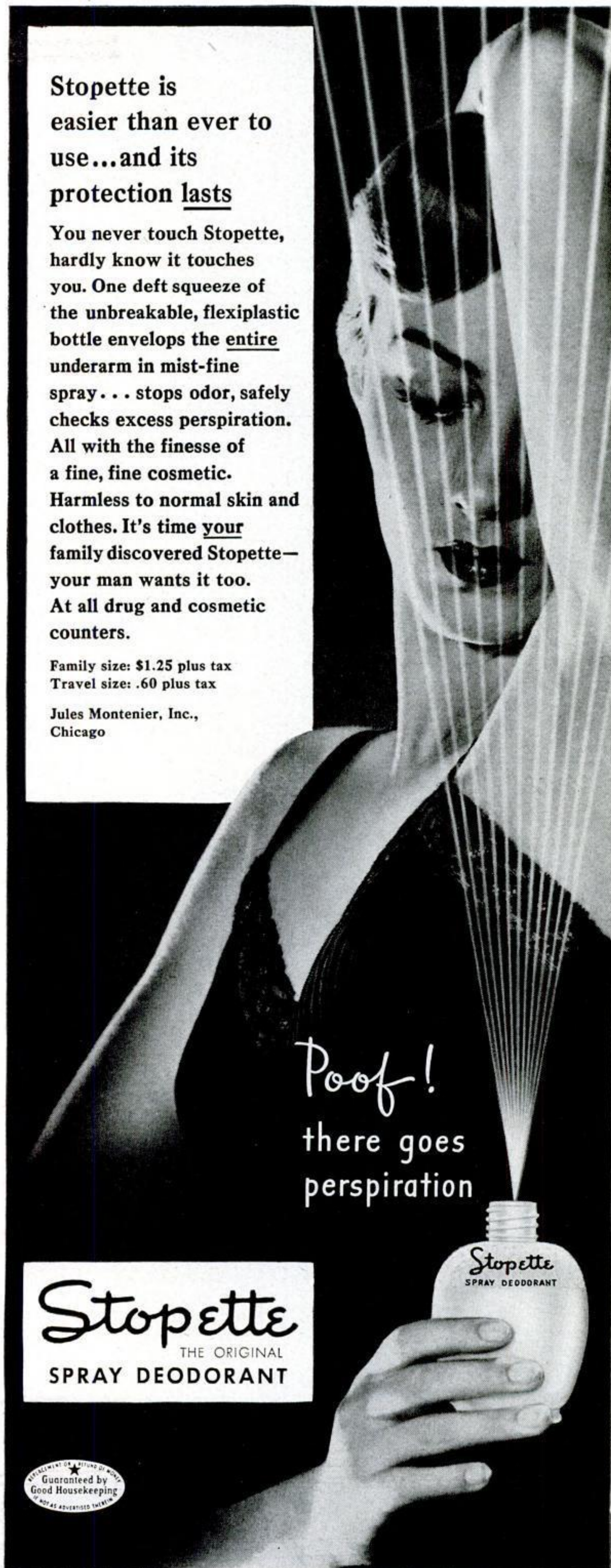
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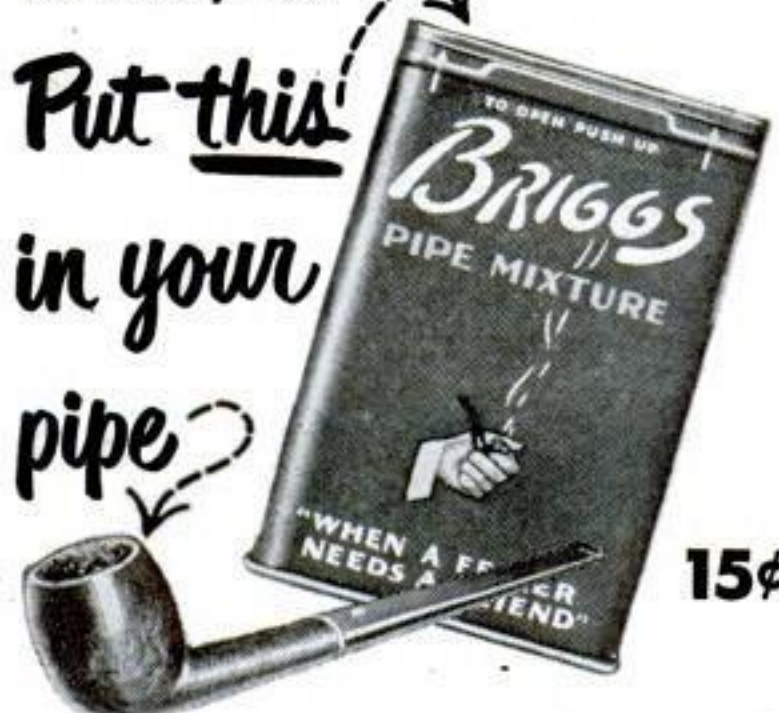
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Put this
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and smoke it!

*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada



UNHAPPY CLIENT of just nationalized hospital was hefted by gay Bevan in 1948.

BALEFUL BEVAN CONTINUED

only a few months, but the *Tribune* went on, with first Cripps and then Strauss picking up the tab for the deficits.

Bevan was editor for four years during the war. Hating the job of writing editorials, he got around it by taking Jon Kimche, a co-editor, for weekly walks up and down Fleet Street. Bevan would orate, Kimche would take mental notes, and after an hour's pacing they would go back to the office where Kimche would write Bevan's editorial. After Bevan became minister of health in the first post-war Labor government of 1945, the active direction of the *Tribune* was carried on by Jennie Lee and Michael Foote, one of his lieutenants in Parliament. The party crisis that blew up with Bevan's resignation last week was first set off by a *Tribune* editorial unsparingly hostile to the newly announced budget.

During the war Bevan was the only socialist who consistently criticized Winston Churchill's conduct of the war. His self-appointed role as leader of the opposition under a national wartime coalition that was not supposed to have an opposition may have smacked of disloyalty, as Churchill grumbled. But in the long political view it was perfectly sound. "At times," admits Bevan's old friend and political adviser Archie Lush, "it must have seemed that Nye was merely out to destroy Churchill. The fact is that he was out to destroy the ideas that Churchill stood for. He has told me many times: it is ideas he wants to kill, not men, but in order to kill the idea it is necessary to attack the man."

One more life gone—almost

IN 1944 Bevan came within a cat's whisker of losing another of his political lives. From his seat in the House he opposed war-time regulation 1-AA, which forbade the incitement of strikes. Since it provided that a strike could be called only at a regular union meeting, it gave organized labor added dignity under the law, and powerful Transport House, headquarters of the Trades Union Congress, was all in favor of it. Bevan interpreted it as an assault on individual liberty, unjustified even by the war, whereupon Labor leader Arthur Greenwood demanded his expulsion from the Labor party. Laborite members of the government Ernest Bevin and Herbert Morrison, with whom Bevan had feuded for years, found this prospect pleasing. But a compromise was arranged under which Bevan remained a party member in good standing on his reluctant promise to sin no more.

This episode turned out to Bevan's advantage, for in the eyes of the rank and file unionists he was a hero who had taken their side against the bosses at Transport House. Sixteen months later, when Clement Attlee was forming his Labor Cabinet, he had no choice but to include rebellious Aneurin Bevan. At long last, the road from the pit had brought Bevan to the threshold of power.

Bevan rounded this turning point in his career at full gallop. He showed up at his new office every morning ahead of the chaps, and worked late into the night. By 1946 he got the National Health Service Bill on the books, and when the British Medical Association mutinied rather than swallow his massive dose of socialized medicine, he took them on singlehanded, bellowing that this was just the kind of fight he liked.

When bluff and browbeating would not work, Bevan cajoled the balky doctors and wooed them with compromises. In the end more than 18,000 of the nation's 21,000 doctors signed up as servants of the state, although Bevan had to concede them the right to con-

CONTINUED ON PAGE 120

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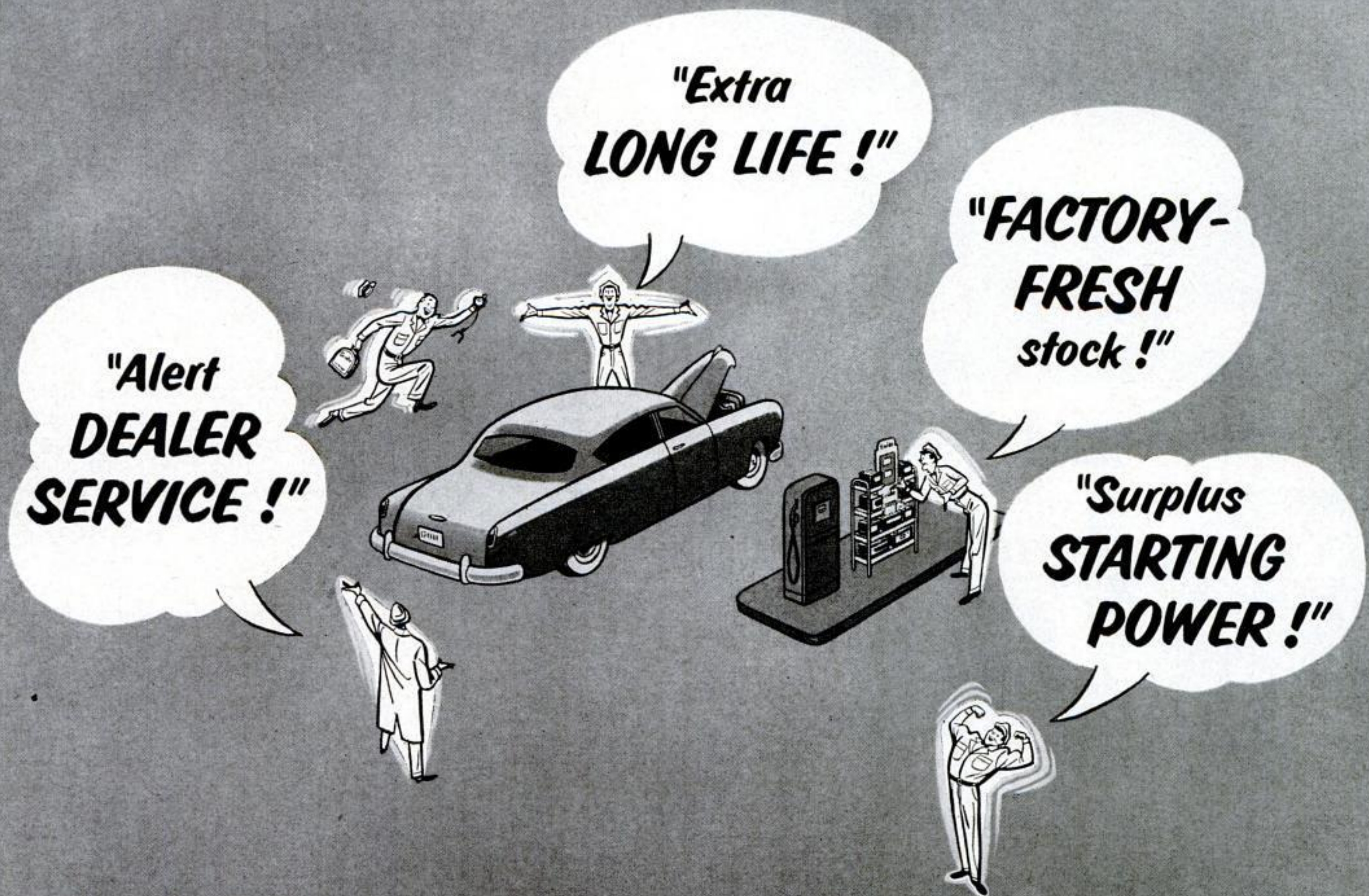
one sniff recalls
canning-time
back home!

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THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 2

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Is coffee your Waterloo?



1. Have you surrendered nights of precious sleep to the caffeine in coffee? Toss-and-turn nights that leave you tense and jumpy the next day?



2. It's a losing battle for many men and women—the more coffee they drink, the more they feel the harmful effects of caffeine. Sleepless nights! Jittery days!



3. Should you admit defeat? Should you cut down on coffee—or give up your favorite beverage entirely? Or is there a way to have your precious coffee and the precious sleep you need to wake up fresh and full of pep?



4. Complete victory is yours! Just switch to 97% caffeine-free Sanka Coffee. Sanka is real coffee, all coffee—rich, full-bodied... with only the upsetting caffeine removed! Enjoy delicious Sanka Coffee today... and restful sleep tonight!

Sanka Coffee

Real coffee with the worry taken out. Drink it and sleep!

Get delicious, caffeine-free Sanka Coffee in drip or regular grind—or the convenient, economical instant form. A jar of Instant Sanka gives you almost as many cups as a pound of regular—at about one-third less in cost. And remember—

Instant Sanka is the only instant coffee that's caffeine-free!

Products of General Foods



BALEFUL BEVAN CONTINUED

tinue some private practice as well. Over 95% of the population signed up too, and the nation's doctor bills were transferred from family budgets to the national budget. Whether the nation can afford such expenses of the welfare state and afford rearmament as well—whether it will not have to choose between guns and hearing aids, between homes and medical centers—is a pressing question, for the health scheme is now costing more than \$1 billion a year, twice the estimated cost. This is an issue that played a large role in Bevan's bolt from the Cabinet.

Bevan's record on housing is one of the things the British electorate will be judging when next it goes to the polls. He is still haunted by a statement he put into that record in July 1946, when he had been in office nearly a year. "I give this promise," he said at a Durham miners' festival. "When the next election occurs there will be no housing problem in Great Britain. . . ." Today, a year after that election, there is still a serious housing problem, although more than one million new houses have been built and 775,000 old ones made habitable since the war.

Bevan lays the continuing shortage to the fact that more people can afford good housing today. "Produce two million unemployed," he says truculently, "and there would be no waiting list for houses. That is the Tory way—it is exactly what happened before the war." The Conservatives lay the shortage to Bevan's insistence on quality at the expense of quantity buildings and accuse him of being so allergic to the profit motive that he preferred no housing to private enterprise housing.



ADVISER Archie Lush last week urged Bevan to resign.

Belligerent Nye Bevan has not backtracked an inch from Labor's nationalization schemes, although the failure of many of the party's best-laid plans, from African groundnuts to Gambia egg ranches, has cost the government a tremendous amount of public support.

In last year's election he was virtually the only Labor leader who urged an aggressive stand for more nationalization instead of less, and it was at his insistence, over the foot-dragging of most of the Cabinet, that the 1951 nationalization of steel, timid and tentative though it is, was pushed through.

In Bevan's long view Britain will not get socialism without going away beyond the redistribution of income which already has worked a bloodless revolution.

"Too many people of property," he told a pair of journalists at a dinner the other night, "have escaped the penalty of such measures because their property has kept on appreciating in value." Historically, he added, the solution to such situations has been the capital levy—a euphemism for the confiscation of property. "It is a Draconian measure," he said, "but it is what I believe lies ahead for this country."

For all his Marxist background, his drastic economic notions and his prejudices against American capitalism, Bevan is no Russophile. "The Communist party," he wrote recently, "is the sworn inveterate enemy of the Socialist and Democratic parties. . . . The Communist does not look upon a Socialist as an ally in a common cause. He looks upon him as a dupe, as a temporary convenience, and as something to be thrust ruthlessly to one side when he has served his purpose."

As it happens, the reason many Britons in and out of the House of Commons fear Bevan is that they suspect he looks upon them in exactly the same way.

Needles and telescopic lenses

HIS combativeness has let Bevan in for a running battle with the press. Not without reason the hostile press lords fear that the authoritarian in Bevan might win out over the libertarian, and that he would use his power, if he got enough, to sap their own. Their papers have not only needled him at every turn on his public performance, but also have done a good deal of prying into his private life, to the point of training telescopic lenses on his windows at home. As a result Bevan's dislike of the British press—he has called it "the most prostituted press in the world"—has come close to a phobia. But he still counts several journalists on Tory papers among his closest friends.

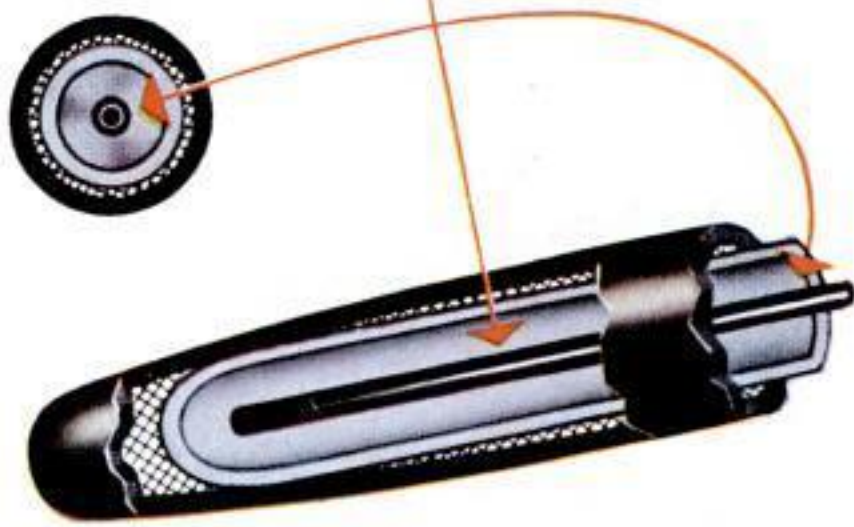
Actually Bevan's private life is hardly worth prying into. Being childless and being in the same business, he and Jennie Lee are subjected to endless shoptalk at gatherings in their Cliveden Place

CONTINUED ON PAGE 123

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it's the world's only pen with this amazing
BREATHING TUBE!

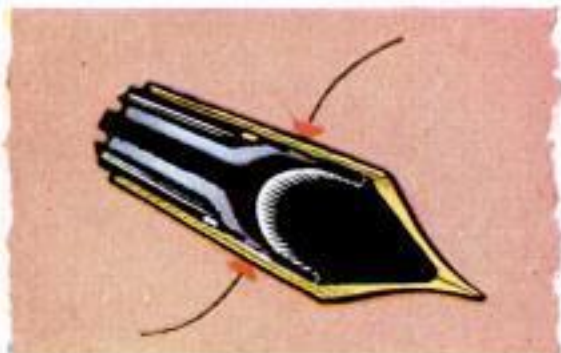
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Because no other pen gives you
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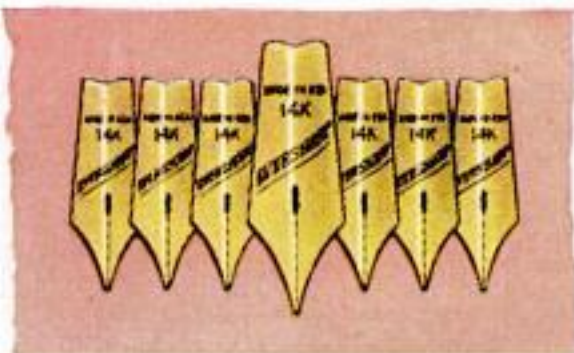
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Here is a writing instrument you have to
handle before you can believe it. Designed
with the world's easiest-writing features—
magnificent in its jewel-like beauty—the
new Eversharp gives you lifelong satisfac-
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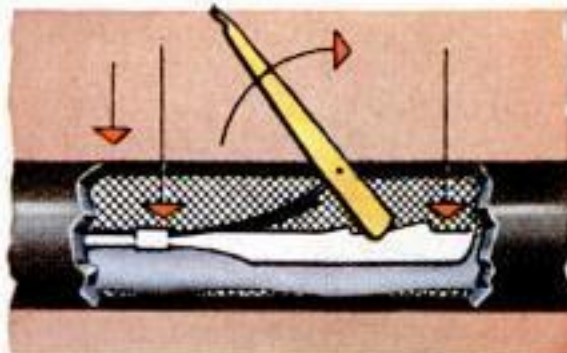
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skipping. Writes more
words more smoothly.
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your choice of styles to fit
your individual writing.



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Fast, sure, safe. Nothing to
take apart or put together.
Just flip the lever—pen's
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Complete set—
handsomely
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Pen alone, \$5.00

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Sure as the Tides

Only a few things made by man are as SURE as the tides. Of that proud few, Seagram's 7 Crown is one...because, the perfect quality of every single drop can be predicted ...with absolute sureness.

Say Seagram's and be Sure



SEAGRAM'S 7 CROWN. BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

house. They change the subject by putting classical records on the Gramophone or turn the talk to modern art or the latest novels. Every few weeks Bevan gets down to South Wales for long talks and long walks, "to get back to real people," as he puts it, "after rubbing shoulders with the gentry in London." Among the real people there is some provincial suspicion that he rubs shoulders too much; they fail to see why their letters to "Dear Nye" are now answered by a secretary instead of in his own hand.

When Attlee transferred Bevan from the health and housing ministry to labor last January there was some speculation that he did so in the hope that it would embarrass the fire-eating Welshman since it entailed putting the screws on the rank and file of the

laboring classes, whose loudest champion he has been. But Bevan tackled his new and knotty problems of manpower direction with zest. Not long ago, in winding up a defense debate, he showed that he still had his old skill as a goad when he made some harsh gibes at Winston Churchill. That Right Honorable gentleman, he said slyly, was in a great hurry to get back to Downing Street on the ground that there was a threat of war. "It is not the war menace or the Soviet that the Right Honorable gentleman fears," Bevan said. "That is not his enemy. It is time."

When Nye Bevan stormed out of the Cabinet last week he precipitated a crisis that must inevitably hasten the already certain fall of the Labor government (see pp. 42, 43). This action doubt-



FOLLOWER Harold Wilson joined forces with Bevan, quit as president of Board of Trade.

less will cost him, as he would put it, another political life, but it is probably a life he will later be able to count well lost. His brother William recalls that the first thing 13-year-old Nye had to learn when he went down into the mines was "pit sense," an instinct warning him of an impending cave-in early enough to let him get out before it happened. Last week Bevan's political "pit sense" told him it was time to scramble out. Thus, when and if the government falls, he can argue it was because it abandoned the socialist principles he bravely trumpeted on resigning.

If the Conservatives win the next General Election (this would probably happen if it were held now), Nye Bevan, by virtue of his forcefulness, his rhetorical power, his sense of political timing and his ability to sway people, will move unofficially into the position of chief of the opposition. Bevan is now 53 years old. Clem Attlee, at 68, has been weakened by recurrent attacks of duodenal ulcers; Big Ernie Bevin is dead; coldly brilliant Sir Stafford Cripps, 62, has been convalescing in Switzerland for six months and his return to active politics is uncertain. Only Herbert Morrison, 63, deputy prime minister and foreign secretary, now stands between Bevan and eventual leadership of the Labor party. Morrison is no slouch himself at political infighting, but most observers are putting their money on the Welshman over the Cockney for control of the party and the prize that goes with it: a chance someday to be prime minister of Great Britain.



JOY IN HARLEY STREET, stronghold of British doctors, was caricatured (but hardly exaggerated) when Bevan moved from health to labor ministry.

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For Mother's Day-May 13*

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... For Perfect Toast Every Time

● Truly the world's finest toaster, the beautiful Camfield browns and crisps every slice to individual taste—*automatically!* The only toaster with complete controls at both ends, the Camfield is the most convenient toaster made. Handsomely finished in lustrous mirror chrome. See it today.

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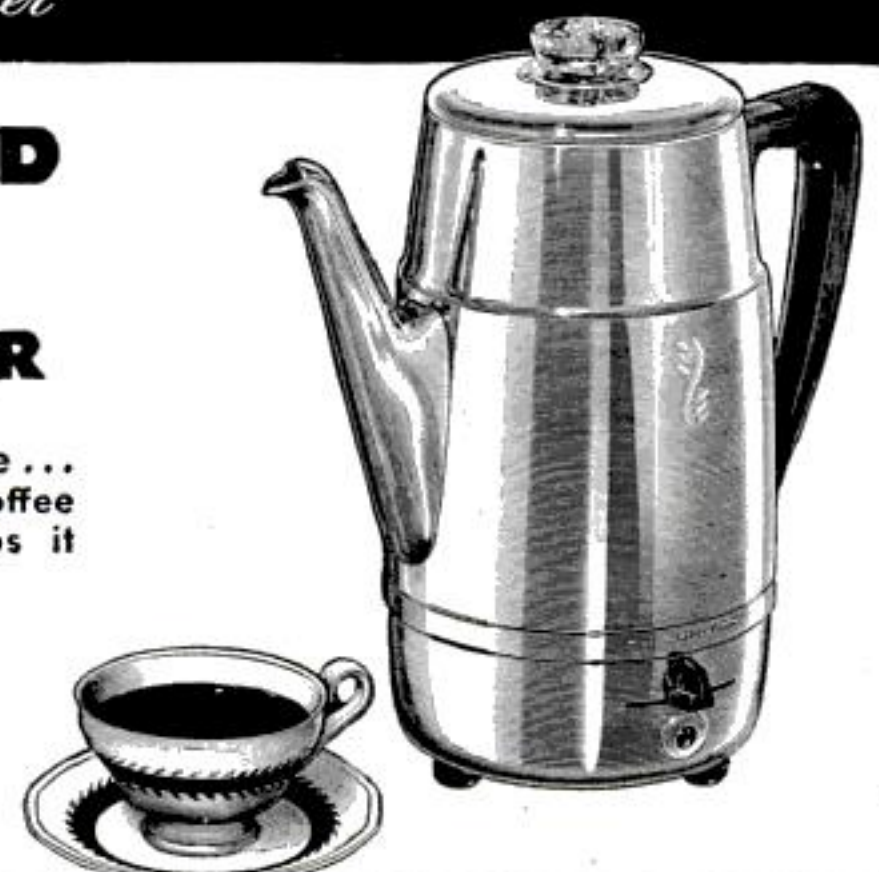


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Automatic Toaster*

CAMFIELD *Automatic* **COFFEE MAKER**

● Brews perfect coffee every time... automatically! Signals when coffee reaches desired strength, keeps it piping hot indefinitely.

*World's Finest Automatic
Coffee Maker*



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You'll travel with the smartest set

The "Globe Trotter"—
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stations *clearly*. Handsome, lightweight
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"Golden Throat" tone system:
RCA Victor BX6. \$49.95 Less batteries



3-way Portable, comfortably low in
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"Personal" Radio, no bigger than
a book—and it's one you'll enjoy from cover to cover.
Weights only three and one-half pounds. Amazing
tone, big room-size volume. Rich brown plastic case
has smart aluminum trim.
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Always buy RCA batteries.
They're engineered for extra
listening hours.

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without notice, slightly
higher in the far West and South.



Your welcome's sure when you arrive
If you plug-in 'n play this "45"

"Victrola" 45 Personal—a complete phonograph
that plugs into any standard AC electrical outlet. It's
"all play and no work" with the non-breakable 45 rpm
records. Press one button—hear an hour-long concert
of *just* the music you want. RCA Victor 45EY3. \$34.95

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RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA

World Leader in Radio . . . First in Recorded Music . . . First in Television



In lightweight plastic, with
convenient carrying handle.



11-WEEK-OLD EMU, 6 INCHES HIGH WHEN HATCHED AND NOW A LOFTY 10, STRIDES BY AN EMU EGG. EGGS ARE A MOTTLED GREEN COLOR, 5 INCHES LONG

CONSIDER THE LITTLE EMU

It is a darling baby but gets less and less lovable as it grows

Until recently, no one cared much for emus except zealous bird fanciers and other emus. The awkwardly appealing baby emu (*above*) is docile enough, but adult emus, who are 5 or 6 feet tall and weigh up to 300 pounds—they are the biggest living birds next to the ostrich, to which they are related—are a different matter. In Australia, the only place where emus live outside of captivity, they eat forage grass needed by cattle and sheep, pollute the drinking water and tear down fencing. They like especially to run at full clip into a herd of sheep, kicking lambs

as they go and uttering loud booming noises that sound like a great bass drum. The Australian government has distributed machine guns to settlers to help destroy the emu. To U.S. zoos these habits are less dismaying than the emu's size and huge appetite, which have dissuaded many zoos from breeding the birds in the past two decades. But last year the Cleveland zoo hatched three, and this year the Catalina Bird Farm near Los Angeles hatched some more (*above*), all because the public has discovered that baby emus are lovable li'l critters.



ENORMOUS EGGS, kept at Catalina Bird Farm with pheasant eggs, are inspected by superintendent.

Where big Power speaks

LET'S START with two important facts.

First is—this trim and tidy new Buick SPECIAL delivers 120 horsepower with Synchro-Mesh transmission—128 with Dynaflow Drive.

Second fact—the price of this winsome beauty is actually just a whisper above “the low-priced three.”

Put these together and you begin to see why folks are calling this light-footed Buick “the buy of the year.”

For it's a true-blue Buick in size and roominess—in handling and comfort—in style and structure and rugged durability.

Its horsepower comes from Buick's F-263 Fireball engine—smooth and thrifty and tirelessly able.

Its ride is leveled by Buick's exclusive combination of soft and service-free coil springs on all four wheels, and the steadying keel of the torque-tube drive.

It comes, if you wish, with the moneysaving smoothness that Dynaflow delivers.

And it comes to you in a full choice of models—two- and four-door Sedans—Rivieras—Convertibles—that leaves nothing to be desired.

Have you seen and tried one of these SPECIALS? Better do that soon, and you'll see why folks who want a lot of power and beauty and comfort for their money are signed up faster than fast.

Equipment, accessories, trim and models are subject to change without notice.

Tune in HENRY J. TAYLOR, ABC Network, every Monday evening.

No other car provides all this:

DYNAFLOW DRIVE*—saves strain on driver and car
FIREBALL POWER—high-compression, valve-in-head engine gets more good from every drop of fuel
PUSH-BAR FOREFRONT—combines smart style and unsurpassed protection
WHITE-GLOW INSTRUMENTS—greater clarity at night
TORQUE-TUBE DRIVE—steadies ride, improves driving control
4-WHEEL COIL SPRINGING—cushions ride, saves servicing costs



YOUR KEY TO GREATER VALUE

DUAL VENTILATION—outside air fed separately to right or left of front compartment
SELF-ENERGIZING BRAKES—hydraulic—multiply pedal-pressure five times at brake drum
DREAMLINE STYLING—tapered, car-length fenders, gleaming sweep-spears on most models
Plus: Self-locking luggage lid, StepOn parking brake, two-way ignition lock, Safety-Ride rims, Hi-Poised engine mounting, Body by Fisher

*Standard on ROADMASTER, optional at extra cost on other Series.

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BUICK WILL BUILD THEM**



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Smart Buy's Buick"

YOUR NEAREST BUICK DEALER



WITH AFTERNOON OVERCAST BLURRING FACES OF 65,000 ROOTERS IN GABLED MOLINEUX STADIUM, GOALIE BERT WILLIAMS OF WOLVERHAMPTON (RIGHT)



SPECTACULAR SAVE is made by Goalie Ditchburn of league-leading Tottenham Hotspur. Forward from fourth-place Blackpool put him out of position.

LAST-MINUTE JUMP by Wolverhampton Goalie Williams punches ball out of danger, blocks Huddersfield player about to make a goal.



BOOTS BALL HALF THE LENGTH OF FIELD. ENORMOUS CROWD LIKE THIS IS THE USUAL TURNOUT FOR MIDLANDS CITY OF 160,000 SUCH AS WOLVERHAMPTON

BRITISH FOOTBALL

Millions see, more bet on soccer

Throughout most of the world, "football" is played by 22 men in short pants kicking and butting at a round ball. In nearly every country except the U.S., where the game is belittled as "soccer," it is the great spectator sport. In Great Britain some two million people, carrying fish and chips and thermos jugs, flock into stadiums each week to see the nation's 92 pro teams have a go at it. If children faint, they are sometimes passed toward an exit over the heads of the mob. Nothing must block the view of the swift, often acrobatic progress of the game.

The crowds are football's most overwhelming feature. Millions besides those in the stands have an interest in the games. Every third person in Britain is a "football pool" addict, hoping to win a fortune by risking a few shillings (p. 132). Although the church has opposed the pools for years, a few weeks ago the government (which collects a tax on every wager) announced that a modest flyer does an Englishman's soul less harm than good.

QUEUED-UP FANS exchange banter with Wolverhampton cutup, who uses umbrella for display as well as keeping dry before game begins.



CONTINUED ON NEXT PAGE



A STREAM OF HUMANITY, PHOTOGRAPHED BY CORNELL CAPA, FLOWS HOME AFTER AN EXCITING MATCH BETWEEN SUNDERLAND AND TOTTENHAM HOTSPUR.



INDOOR WORKOUT in corridor under Wolverhampton stadium is conducted for young hopefuls.

When not practicing kicking the ball, these teen-agers roll the grounds, make themselves generally useful.

PLAYERS ARE THE CROWDS' PIN-UP BOYS



COMMUNITY TUB is shared after game by Wolverhampton players. Among those shown here are



ONLY THE PUB IN FOREGROUND AND THE STEEL MILLS AND SHIPYARDS IN THE DISTANCE ARE SHOWN DIMLY DEFINED IN THE FOGGY ENGLISH TWILIGHT

Leaving England's football stadiums in the gray dusk, people feel close to the athletes they have just watched. If the team's star is at the local pub that evening, they know he can afford his glass of stout no better than the average millworker. The football hero is regimented from the moment he enters the nursery farm system and gets instruction between grounds-keeping chores (*left*). He has as little to say about the reserve clause that binds him to a club as the U.S. baseball star—and gets a lot less money (*p. 134*). The footballer's career lasts about 15 years, during which time he fears mostly for his knees and feet. In midseason he conscientiously begins breaking in the pair of shoes that he will play in the following year.



Winger Jimmy Hancocks (*far left*) and Goalie Bert Williams (*right*). The team is unique in that most of its stars are local boys and five play in international matches.



FOOTBALL ANNIES clip papers to add to their collection of football pin-up boys on wall. Teen-age girls are ardent fans though few women attend the games.



PRODUCTION-LINE EFFICIENCY is one of Littlewoods' success secrets. Here some of pools' 10,000 employees compute scores in effort to determine which clients are lucky winners.

MATCHES FOR 3 rd FEB.		LEADERS-29 YEARS		12 MATCH NO PERM POINTS POOL 4 DIVIDENDS	
1st POINTS POOL 5 DIVIDENDS WORLD'S RECORD DIVIDEND £84450		1st RESULTS POOL 3 DIVIDENDS WORLD'S RECORD DIVIDEND £32859		9 MATCH POINTS POOL 20195 TO 30	
Aston Villa Blackpool 1 Chelsea Stoke C. 2 Derby C. Bolton W. 3 Sunderland Tottenham 4 Chesterfield Cardiff C. 5 Leicester Coventry 6 Luton T. Man. City 7 Swansea South'pton 8 Newport C. Bristol R. 9 Halifax T. Lincoln C. 10 N. Brighton Bradford C. 11 Scunthorpe Carlisle U. 12 Celtic Hibernian 13 Partick T. Dundee 14	Aston Villa Blackpool 1 Chelsea Stoke C. 2 Sunderland Tottenham 3 Chesterfield Cardiff C. 4 Leicester Coventry 5 Luton T. Man. City 6 Swansea South'pton 7 Newport C. Bristol R. 8 Halifax T. Lincoln C. 9 Scunthorpe Carlisle U. 10 Celtic Hibernian 11 Partick T. Dundee 12	PLEASE POST EARLY THURSDAY IF POSSIBLE THE EASIER SIX Aston Villa Blackpool 1 Chelsea Stoke C. 2 Sunderland Tottenham 3 Leicester Coventry 4 Luton T. Man. City 5 Swansea South'pton 6 Newport C. Bristol R. 7 Halifax T. Lincoln C. 8 Scunthorpe Carlisle U. 9 Celtic Hibernian 10 Partick T. Dundee 11			

CHOICE OF FIVE POOLS is given player here on one side of Littlewoods' weekly form. The other side has complicated "treble chance pool" which usually pays off the juiciest dividends.

BRITISH FOOTBALL CONTINUED



LITTLEWOODS' BOSS Cecil Moores, shown here with daughter Patricia, has run business since his brother John retired after war.

HOW POOLS WORK

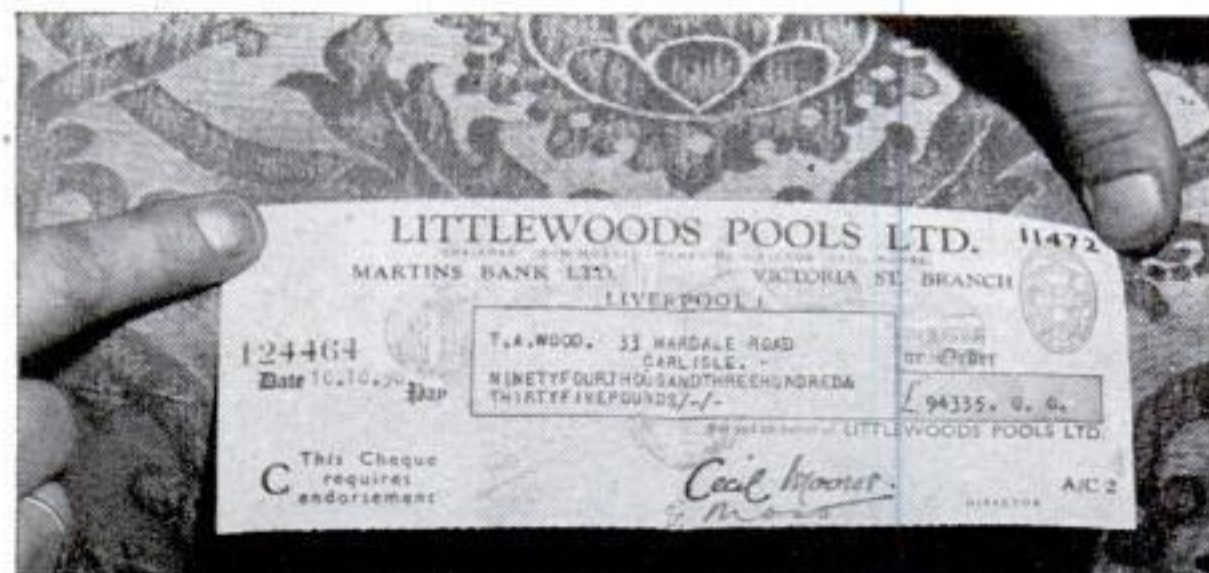
An obscure bookmaker named Littlewood conceived the idea of football pools in 1923. It was a flash of genius, but Littlewood lacked the ability to make his idea pay off and quickly went broke. He sold out—name, idea and all—to two enterprising brothers, John and Cecil Moores, who had a printing plant at their disposal. The Moores' began publishing forms, which have since evolved into the intricate charts that now confront the weekly pools player (bottom, left).

All the customer has to do is fill in the correct outcome of next week's football games. To this end the fanatic faithful study newspapers and form sheets with more zeal than a U.S. horse player at his *Racing Form*. The player can risk anything from a penny to pounds on a variety of pools, with home-team wins counting one point, visiting-team wins two points and ties three. The form is mailed to an address every English postman knows by heart. One of every 10 letters posted in the United Kingdom contains an entry traveling to or from Littlewoods' or one of the other pools.

The "dividend" after the government deducts its 30% is determined by how many people have the top score. This season the biggest pay-off has been £104,000 (\$290,000). Like any good investment house Littlewoods protects the client who does not wish publicity. The top winner of all this year's pools chose to remain anonymous, but the winner of the second highest, \$264,000, posed for the cameras (below). Littlewoods advises winners on how to hang on to their money and ward off panhandlers, salesmen, charity organizations—and relatives.



SUSPENSE is maintained to last moment as Actor Tyrone Power tells lucky winners amount of check (below) and mouths pop open.

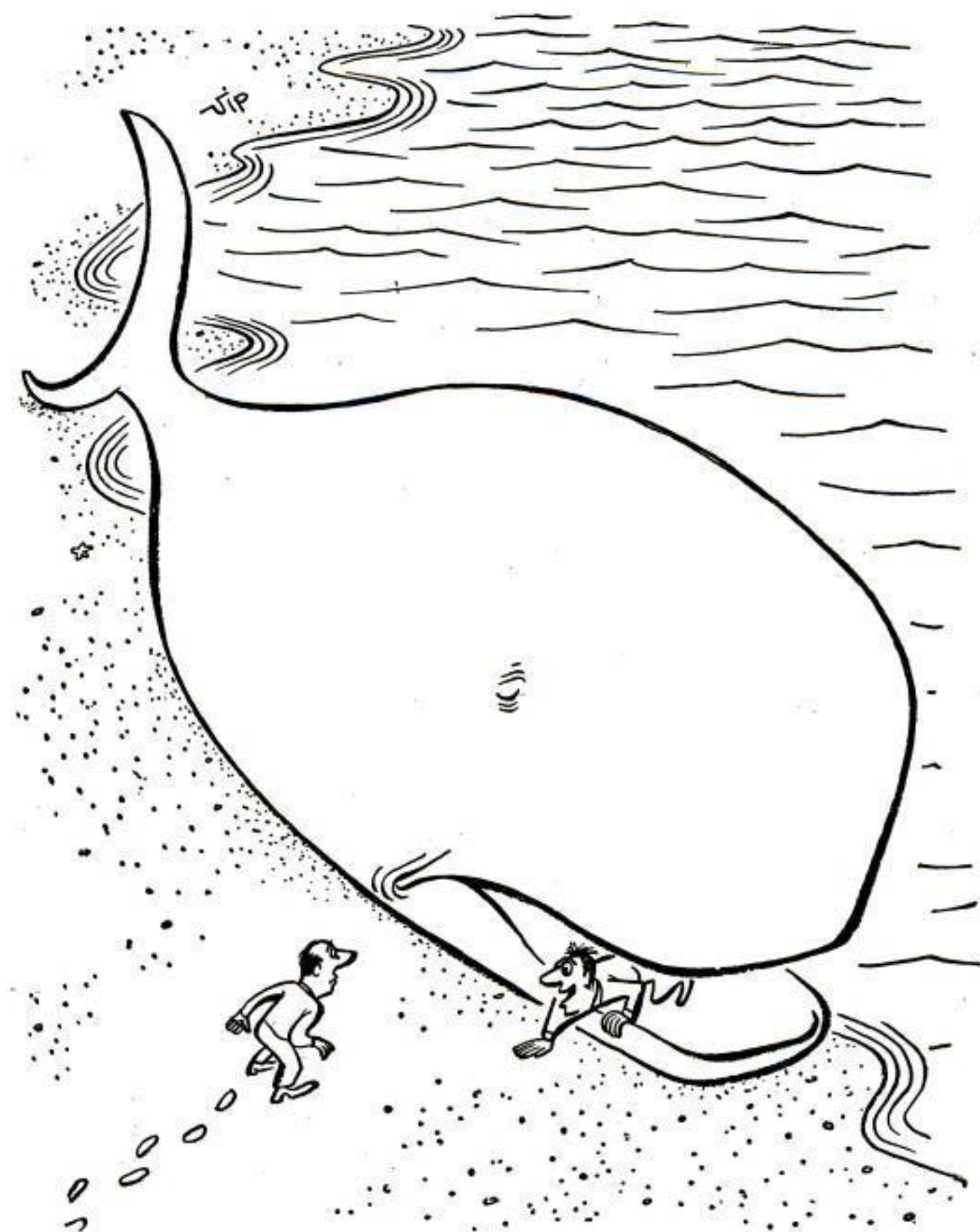


REWARD is £94,335 (\$264,000), second-highest dividend of the season. Since then a ceiling of £75,000 has been placed on all pay-offs.

CONTINUED ON PAGE 134



"Et tu, Brutus! Stuck with a shrinking toga!"



"Oh, it wasn't so bad—'Sanforized' shirt, you know."



"You come right back here and get into your 'Sanforized' pajamas!"



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

This sure modern way—
LARVEX
MOTHPROOFS
Woolens for a
WHOLE YEAR!



Penetrates each tiny fibre and makes the cloth itself MOTHPROOF
NO ODOR—NO WRAPPING
NO STORING AWAY

You can be *absolutely sure* moths will never again damage your woolens. And the method is so easy and convenient! Just spray the garments with LARVEX and *you can be sure* moths won't eat holes in them whether you wear them or hang them away in the closet.

This magic LARVEX spray penetrates each tiny fibre and treats the cloth so that moths are positively *stopped* from eating holes in your woolens. And this positive LARVEX protection lasts a **WHOLE YEAR**. Washing removes LARVEX's protection — **DRY CLEANING DOES NOT**. Completely odorless. Stainless. Non-inflammable. No cumbersome wrapping or storing away. Spray your rugs and sofas, too!



So Inexpensive!

It costs no more to mothproof a suit with LARVEX than it does to get it dry cleaned. Only 79¢ a pint, \$1.19 a quart.

LARVEX
The Largest Selling Mothproofers

BRITISH FOOTBALL CONTINUED



BOARD OF STRATEGY of Wolverhampton club meets to ponder starting lineup. One of the strongest clubs financially, Wolves have \$500,000 in bank.

STARS AT \$33 A WEEK

Only once when lightning struck a referee's whistle and paralyzed him during a game has British football been caught without an appropriate regulation. All clubs are ruled by the iron hand of the Football Association and the players are ruled in turn by the iron hand of club owners, who sit in solemn session (*top*) and hand down decisions. The one advantage British footballers have over U.S. ballplayers is that they cannot be sold or traded without their consent. There it stops. Trevor Ford (*below*), star center forward who was sold this season for \$84,000, got not a farthing of his sale money. Furthermore his salary is limited like all other footballers to \$33 a week. He augments that somewhat by endorsing products and making use of the four complimentary tickets he gets to each week's game. One goes to his butcher (for meat), one to his greengrocer (for other food), and he can sell the other two. Generally speaking, though, British footballers are thankful for the opportunity of playing rather than working for a living.



BIGTIME PLAYER Trevor Ford was bought by Sunderland for a near-record \$84,000. He poses calmly for photographers before debut with new club.



SMALLTIME CONTRACT is signed by Ford calling for maximum salary of \$33 a week. After five years of play footballers are eligible for \$2,100 bonus.



"Here's the first step towards relaxed business travel..."

— says **ARTHUR MURRAY**, Famous Dance Instructor with Studios throughout America

"Greyhound is my solution for the driving strain, parking problems, and traffic troubles that a business man must cope with if he drives his car on out-of-town trips.

"I can safely predict a pleasant new experience for any motorist who leaves his car behind, steps aboard a Greyhound SuperCoach to travel relaxed all the way."

GREYHOUND

A LOT MORE TRAVEL
FOR
A LOT LESS MONEY!



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Not when you specify **SMOOTHEDGE Tackless** Installation for wall-to-wall carpet. It adds beauty — it's easier to keep clean.
Smoothedge
Write today for free color book "New Carpet Beauty."
1536-15 N. Indiana St., Los Angeles 63, Calif.

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Amazing **PELLENT** keeps away bothersome mosquitoes, chiggers, ticks and certain other insects. Easy-to-use cream lasts 6-10 hours... more than 80 applications per tube — each costing less than a penny. And **PELLENT** stops the irritation caused by bites too! Harmless to nylon and clothing. Guaranteed.

At All Drug and Sporting Goods Stores
NOTE: If your dealer can't supply you, send one dollar for two sample tubes, enough for 160 uses!

THE ANDY LOTSHAW COMPANY
126 North Clinton, Chicago 9, Illinois

DISSOLVES CORNS
Painlessly and Quickly!

TODAY GET IT **LIQUID CORN REMOVER**
GETS-IT

PREFERRED IN 30 COUNTRIES
Contains Rutile Titanium Oxide—Whitest Pigment in the World!



HOLLYWOOD Sani-white
Cleans White Shoes Whiter!
HOLLYWOOD SHOE POLISH INC.
RICHMOND HILL 19, N. Y.
Contains Rutile Titanium Oxide—World's Whitest Pigment!

GO FOR BROKE!

means
"Shoot The Works"..... and M-G-M

**shoots the works
with lead and
laughter!**

MARGUERITE HIGGINS says:

[Miss Higgins, famous war correspondent, is one of the few American newspaper women ever to report from the front line.]

"I've been thinking about the picture 'Go For Broke' and I find I thoroughly approve—no, I'm terrifically enthusiastic—over its theme: that performance in battle as in everyday life is the measure as to who is a good American. Certainly, skin color or slant-of-eye has nothing to do with it. We found that to be true in Korea where orientals of American citizenship were among our most valuable weapons.

There was so much I liked in 'Go For Broke'. The little Nisei who adopted a pig was one of the most amusing sequences. Of course, I don't know of any Regimental Commander who would tolerate such a pig around, even such an obviously charming pig. But why pick flaws in a picture on which I am really sold—I believe about 1000% in what 'Go For Broke' stands for and I'd be delighted if you'd quote me."

Marguerite Higgins



COURTESY N. Y. HERALD TRIBUNE



STARRING **VAN JOHNSON**

AND THE HEROES OF THE **442ND REGIMENTAL COMBAT TEAM**

WRITTEN AND DIRECTED BY **ROBERT PIROSH** PRODUCED BY **DORE SCHARY** A METRO-GOLDWYN-MAYER PICTURE

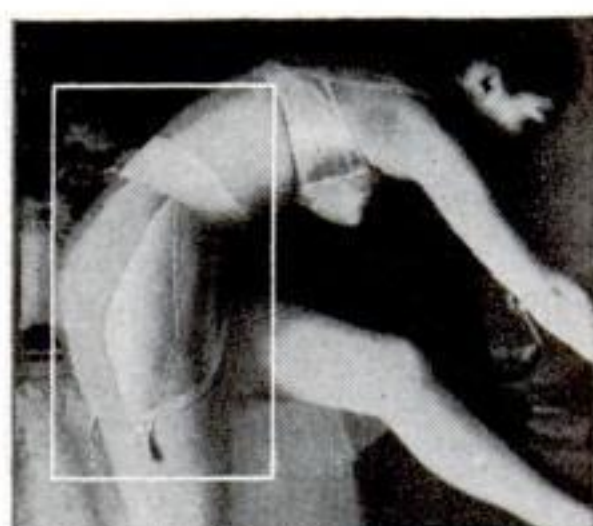
Here
at last... is
"Eternal Youth"

with the fit and freedom of
fabulously expensive girdles

fitted to your budget by Bestform \$8.50

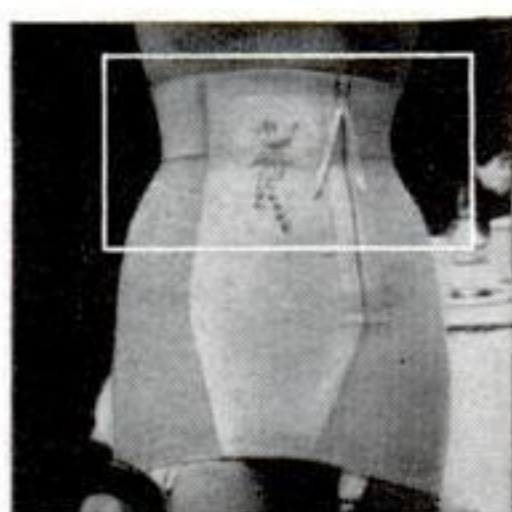
The youthful lines you long to see in your mirror—that's your figure in Bestform's "Eternal Youth." It's an exciting new 16" girdle* at an exciting low price! "Eternal Youth" sleeks your hips, slims your waist... yet it's the relaxingest girdle you've ever worn. See "Eternal Youth" by Bestform, try it on... see what it can do for your beauty and your budget... soon.

* 16" LENGTH—SIZES 25 TO 34—WHITE ONLY...\$8.50
18" LENGTH—SIZES 26 TO 34—WHITE ONLY...\$8.95



**ACE-OF-DIAMONDS PANELS
SLIM YOUR HIPS...**

These gleaming panels stretch up and down only, giving you long, slim hip lines. You just aren't allowed to bulge out... and note that the diamonds are widest where you are, controlling most where you need it most.



NON ROLL TOP

extends above your waist, won't roll over ever... also insures a tinier middle. Tiny, flexible bones and elastic, whittle while you work or play... control but never constrict.

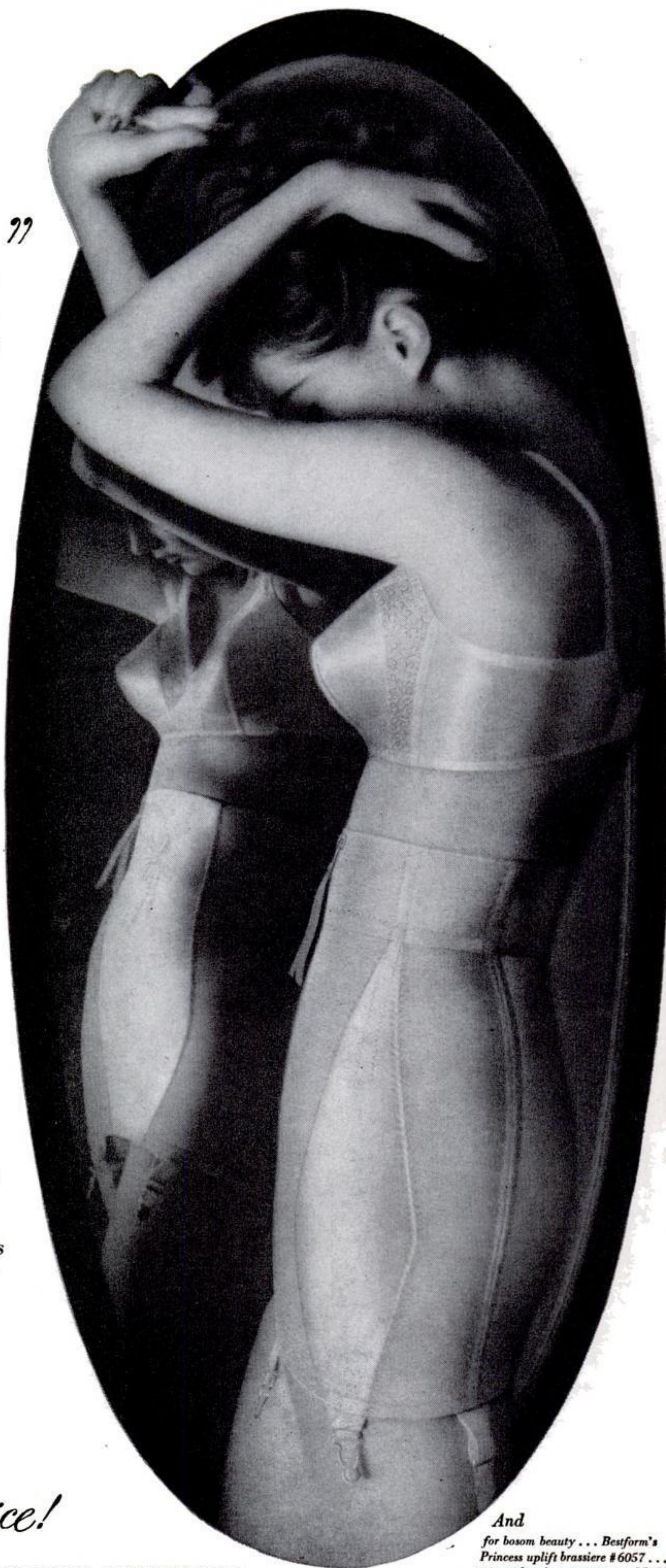
NYLON LENO ELASTIC SIDE SECTIONS

stretch side-ways, give you relaxing room. Vertical stretch satin elastic back and front for sleek smoothness and comfort.

BESTFORM

no finer fit at any price!

BESTFORM FOUNDATIONS, INC. • 64 WEST 23RD STREET • NEW YORK 10, N. Y.



And
for bosom beauty... Bestform's
Princess uplift brassiere #6057...
satin with nylon marquisette—\$1.50

SONG PEDDLERS NEVER DIE

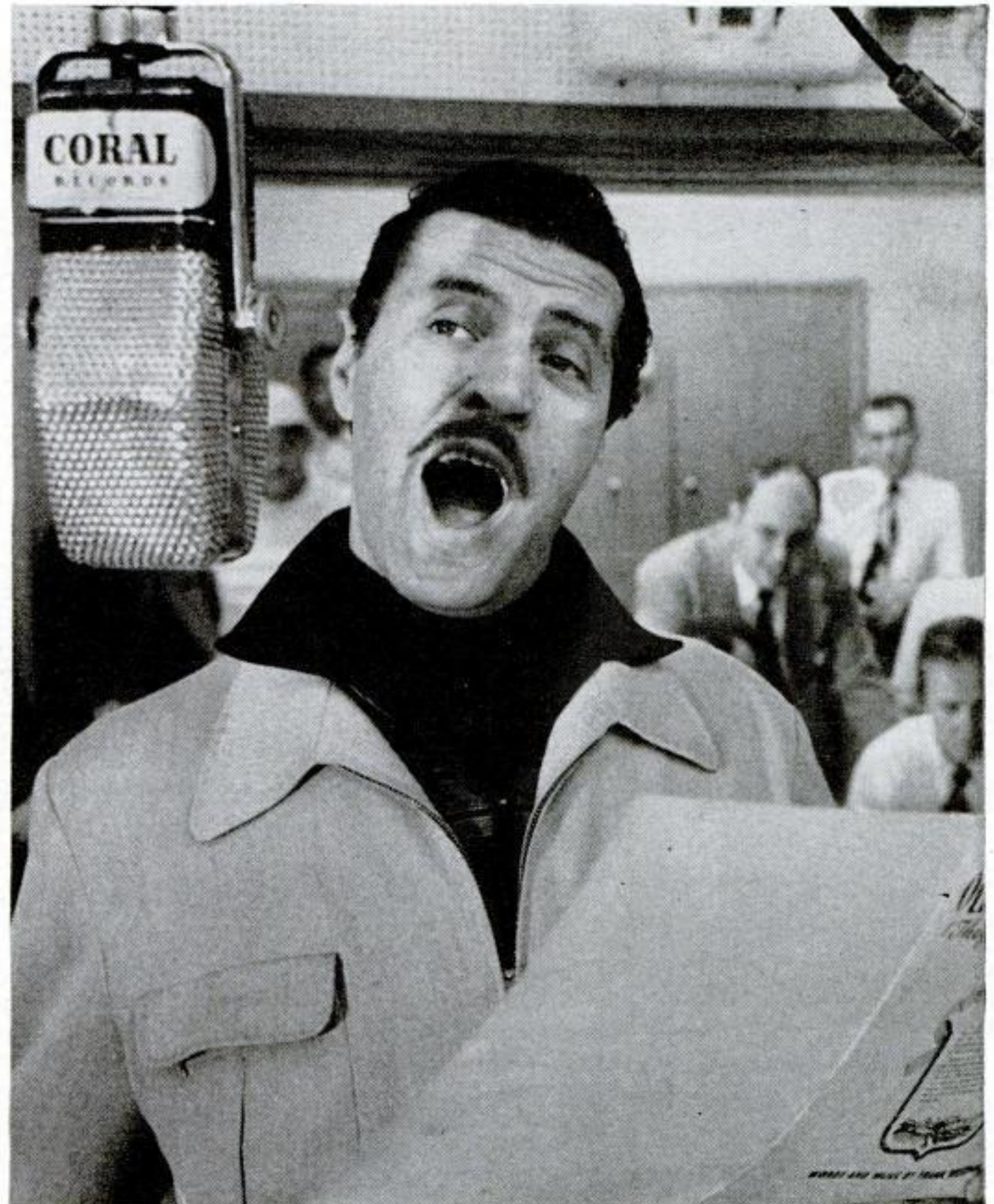
They just fade a fast buck on MacArthur's "Old Soldiers" ballad

It was the most frantic race in the cutthroat history of the music business. General MacArthur had ended his address to Congress by referring to a popular ballad of a half century ago which proclaimed proudly . . . "Old soldiers never die; they just fade away." In less time than it takes to blow taps, recording companies, crooners and arrangers were breaking their necks to

be the first out with records of the nearly forgotten tune. Within 36 hours disk jockeys already were playing the first record. Music shops began selling disks at the rate of 25,000 a day. In their haste to capitalize on the song, no one seemed to know or care that it had been one of the very popular marching songs of the leftist Lincoln Brigade during the Spanish Civil War.



SAD PUBLISHER Eugene Gamble (right) sold his rights to version by Frank Westphal in 1948. Composer's widow (left) may profit from new recordings.



10 P.M. FRIDAY

First recording is made in Hollywood by Gene Autry who reads the words from his hastily scribbled notes. The day after MacArthur's speech, Mrs. June Maurer (lower left), a copyright specialist with Columbia Records in New York, found a band arrangement of *Old Soldiers Never Die*. A choir singer, she sang the melody in a transcontinental phone call to Autry's arranger. Autry added verses extolling MacArthur. The record was issued so quickly that on his way home from the studio Autry heard it broadcast by Disk Jockey George Sanders (above right).



1:45 P.M. SATURDAY

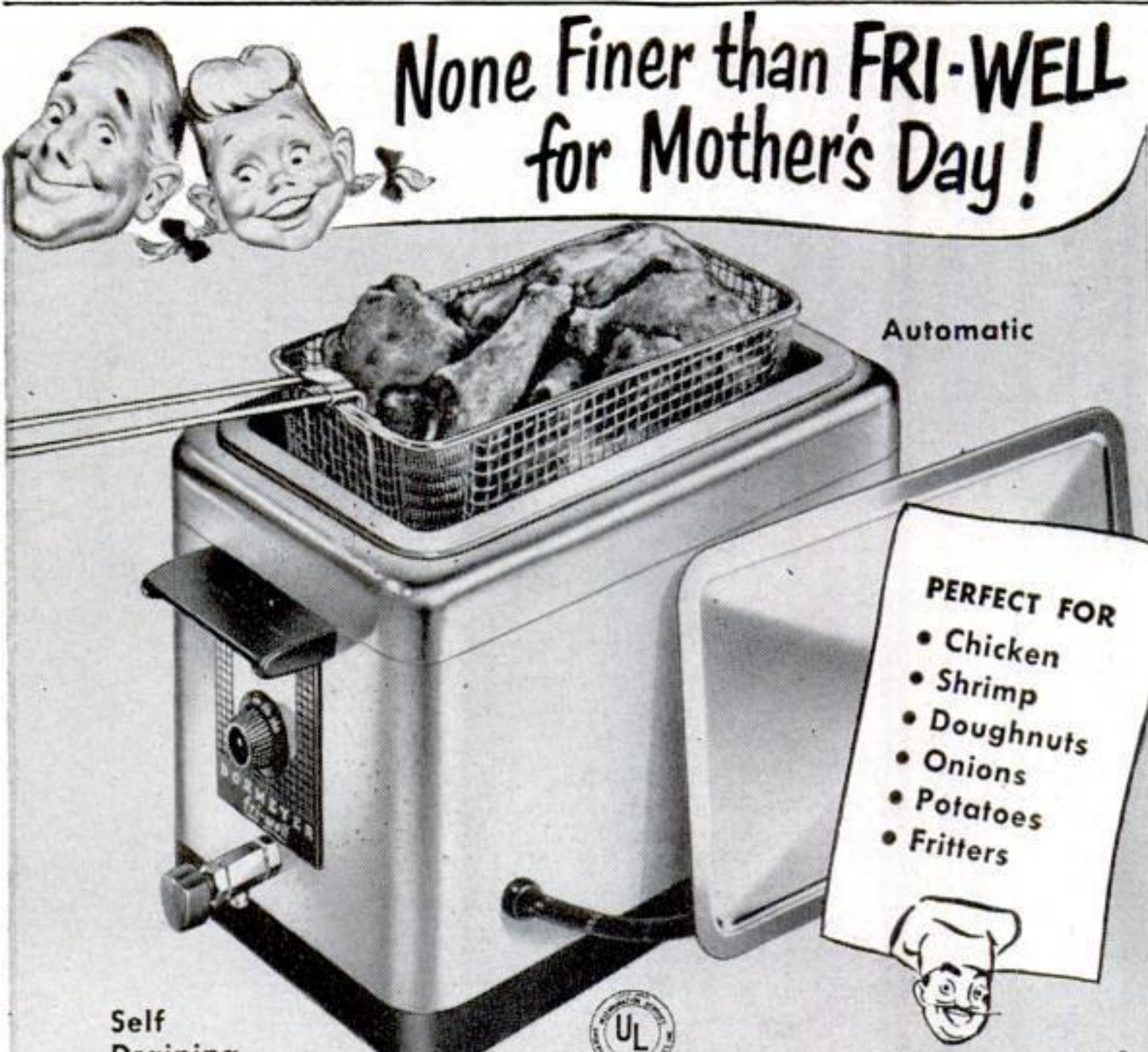
Second recording is made for Coral Records by Crooner Herb Jeffries who used the Frank Westphal version of the ballad. All versions are traceable to a hymn, *Kind Words Never Die*, written about 1855. Jeffries' manager, Maurice Duke, shown (above) in his Hollywood office, bought the rights to the Westphal arrangement, then in a three-way phone talk with the Chicago publishers, had his arranger and secretary take down the words and music in a futile attempt to beat the Autry record. Duke also is planning a movie version of *Old Soldiers Never Die*.



ACCENT YOUR EYES —
YOUR MOST IMPORTANT FEATURE

WITH *Maybelline*
PREFERRED BY SMART
WOMEN THE WORLD OVER —

EYE SHADOW • EYEBROW PENCIL • MASCARA



None Finer than FRI-WELL
for Mother's Day!

Automatic

PERFECT FOR

- Chicken
- Shrimp
- Doughnuts
- Onions
- Potatoes
- Fritters


Self Draining

There isn't a finer, more thoughtful or more practical gift anywhere for Mother's Day than a Dormeyer Fri-Well. The big, beautiful Fri-Well brings all deep fried foods to golden brown goodness in a few minutes of automatic electric cooking. See it now at better stores everywhere.

DORMEYER

Dormeyer Corp. • 4300 N. Kilpatrick Avenue • Chicago 41, Ill.
Fox Agencies Ltd., Port Credit, Ont.

Do it with DORMEYER!



Dormeyer Food-Fixer. Electric grinder, juicer, mixer.
Dormeyer Blender. Liquefies, blends, chops, purees.

Old Soldiers CONTINUED

OTHER SINGERS GET INTO ACT



**2 A.M.
MONDAY**

Red Foley recorded his own lyrics in Decca disk: "When old soldier comes to town . . . every frown becomes a grin."



**9 P.M.
TUESDAY**

Leroy Holmes directs quartet in M-G-M's *Old Soldiers Never Die* which has line, "Young soldiers wish they would."



**10 P.M.
TUESDAY**

Rushed to studio from a TV show, Jimmy Wakely sings a new Capitol arrangement with the support of a chorus.



**10 P.M.
WEDNESDAY**

Vaughn Monroe, in an RCA arrangement, praises Washington, Grant, Lee, Bradley, Eisenhower and MacArthur.

CONTINUED ON PAGE 141



Blaze of Glory

Swimsuits...sun dresses...in brilliant stripes of finest cotton,
beautifully slanted to an exciting summer.

The suit shown... \$12.95.

Cole

OF CALIFORNIA

ORIGINAL

There's a Cole
designed
to make you
lovelier!

Copyright 1951, Cole of California, Inc., Los Angeles 58

Copyrighted material

PACKS PUNCH!



Volatane Control

for get up and **GO** when the light goes **GREEN!**

YOU'RE well on your way, with s-m-o-o-t-h
Sky Chief . . . the gasoline with Volatane Control.
You'll say it feels like the power of an extra
motor! That's because its controlled volatility
and octane are in *perfect balance*. Fill up
and feel the difference — at your Texaco Dealer
— *the best friend your car ever had.*

THE TEXAS COMPANY

TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and Latin America

TUNE IN: On television — the TEXACO STAR THEATRE starring MILTON BERLE
— every Tuesday night. See newspaper for time and station.



FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation with remarkable skin-soothing ingredient helps keep the face looking young and healthy!

Modern life now means daily shaving for millions of men. But frequent shaving often results in ugly, old-looking skin. To help men solve this problem, we developed Glider—a rich, brushless cream containing a special ingredient to help preserve the youthful qualities of the face.

Now—every time you shave with Glider—you give your face the benefit of this wonderful substance. It's called EXTRACT OF LANOLIN and it contains beneficial properties 25 times more intensified than an equal amount of the well-known skin conditioner, Lanolin itself.

Williams makes the only shaving preparations containing Extract of Lanolin. That's why a shave with Williams leaves you looking and feeling so remarkably fit. The J. B. Williams Co., Glastonbury, Conn.

Charles S. Campbell
PRESIDENT



RECORDS OF SPEECH attract a large crowd at Macy's which made its own recordings, got them on sale four days after address, undersold big companies.

MAC'S SPEECH MAKES MONEY, TOO

The record-makers capitalized not only on MacArthur's *Old Soldiers Never Die*, but also on the speech itself. Both RCA-Victor and Columbia Records released albums five days after the speech. However they were beaten to the punch by some "independents": Macy's store in New York (above) and Colonel Robert R. McCormick in Chicago. Macy's made its own recording, sold it for \$2.19, thus undercutting the big companies whose disks it also sold. Macy's records were on sale a full day ahead of any others. Colonel McCormick's Chicago *Tribune*, by arrangement with Mercury Records, offered the speech to its readers at \$1.85 for an LP record, thus infuriating embattled Columbia and RCA who were retailing their LP records for \$3 and \$3.15. At last report, clothing manufacturers were eying young Arthur MacArthur's peaked sports cap, wondering how quickly they could place copies of it on sale.

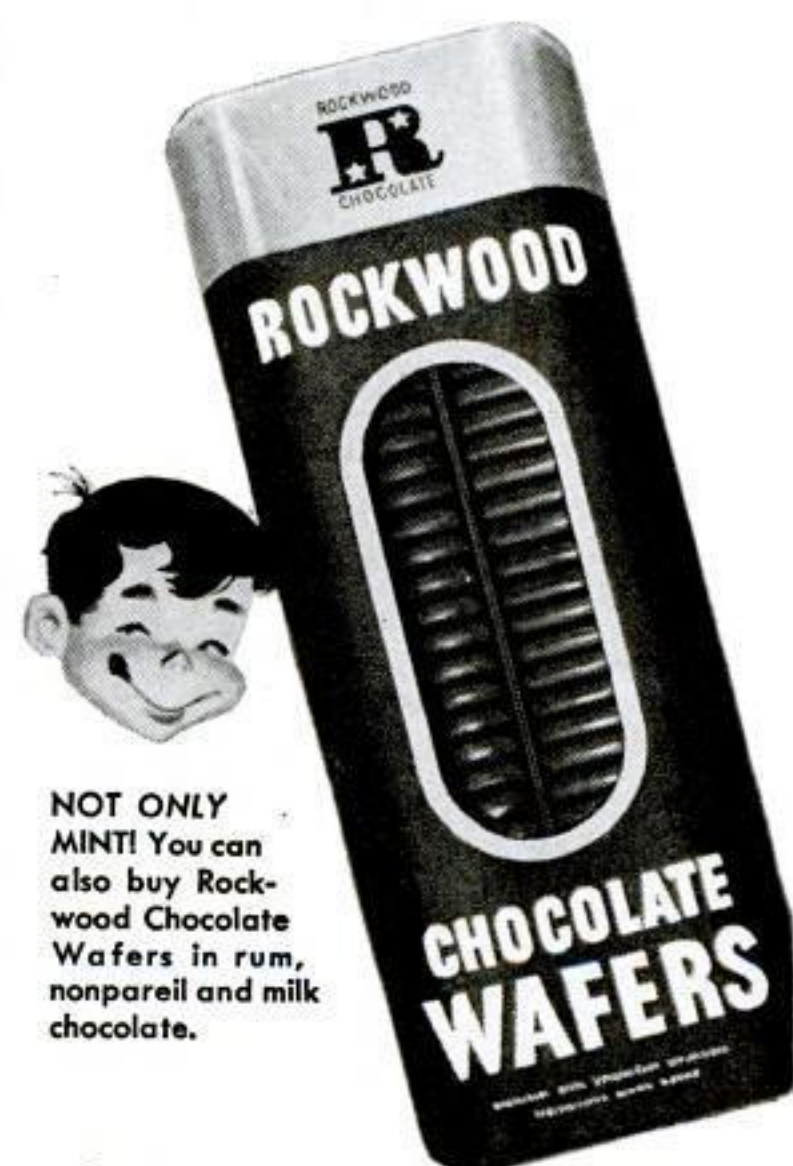


REAL OLD SOLDIER, Charles H. Coyle, 81, who served with MacArthur's father in Philippine insurrection in 1899, sings *Old Soldiers* on radio program.



...it's **NEW!**
*It's mint chocolate
all the way thru!*

Really . . . these are wonderful. Solid wafers of rich, smooth chocolate, laden with the refreshing coolness of mint. Why, you just can't eat enough of them! But don't take our word for it. Try them yourself . . . today!



NOT ONLY MINT! You can also buy Rockwood Chocolate Wafers in rum, nonpareil and milk chocolate.

for
chocolate that's GOOD
say **ROCKWOOD**

This Is It! the Authentic Western Blue Denim for Boys

Say, they have
Zipper Fly Front

Copper Riveted
and bar tacked

DOUBLE-STITCHED
with heavy
orange thread

Made of 8 oz.

★ SANFORIZED ★
Blue Denim

Sizes 4-14 have
DOUBLE KNEE

and say-Blue Denim
Jackets, too!



IN SIZES 1-22
HUSKY SIZES
8-22

SOLD AT ONE
MAINTAINED
RETAIL PRICE
ANYWHERE IN U.S.A.

Guaranteed Satisfaction

Hey!-Authentic
Western Jeans
for GIRLS, too!
IN ALL SIZES



Manufactured by
OKLAHOMA CLOTHING MANUFACTURERS, INC.
OKLAHOMA CITY 1, OKLA.



James Jones and His Angel

His talent lay buried under frustration and rebellion until an Illinois housewife made him write "From Here to Eternity"

by A. B. C. WHIPPLE

THE biggest day in the life of James Jones, author of the best-selling novel *From Here to Eternity* (Scribners, \$4.50), was not when his book was published 10 weeks ago and received by the critics with such praise as "a major contribution to our literature" (Dempsey, N.Y. *Times*); nor was it the day when the Book-of-the-Month Club started distributing his novel by the ten thousands; nor was it the day when Hollywood bought it for \$82,500. The day that is more important to him than any of these was Nov. 3, 1943 when James Jones, then a beat-up war veteran with nothing left but an urge to write, met a woman named Lowney Handy in his home town of Robinson, Ill. (pop. 6,400). If this meeting had not taken place, *From Here to Eternity* would not have been written at all.

There have been a number of instances in the U.S. when rich lady dilettantes sponsored struggling authors. Lowney Handy, however, is neither rich nor a dilettante. She is a housewife and is married to Harry E. Handy, superintendent of the Ohio Oil Company's refinery in Robinson. Far from having an intellectual inclination to be a patroness of the arts, Lowney Handy first "adopted" Jones because he was in trouble, then grew interested in his writing, whereupon she devoted herself—even to the extent of putting her husband in debt—to helping and indeed forcing Jones to write his book. When the result was applauded, Mrs. Handy—instead of coming forward to take the bows—retired even more into the background. In all the publicity that has surrounded Jones scarcely a word has been written about her, for she has refused to let her part be told—until now.

Virtually all critical opinion concerning *From Here to Eternity* has found in James Jones a writing talent that is rare today. Every bit as rare is the tale of how that talent came to be discovered, by a childless

housewife of Robinson, Ill. who was looking for someone to mother and who was perceptive enough to see what escaped editors, teachers and even Jones himself.

Lowney Turner was born in Kentucky on April 16, 1904. She was the oldest of six girls in a family of nine children. When she was in grade school the Turners moved from Kentucky to Illinois. There James Turner was elected sheriff of Clark County. His most important duty was running the jail in Marshall, the county seat. Young Lowney became fascinated with the prisoners and spent all her spare time helping care for "good people gone wrong" whom her father kept in the house instead of the jail so they would not become "hardened criminals." Lowney, who prides herself on being $\frac{1}{32}$ Cherokee, was an uninhibited tomboy. She was the only girl on the high school baseball team—and the pitcher at that. She became the school rebel and the despair of the teachers. She ignored most of the girls, met the boys on their own level, made friends with her father's prisoners and gave not a damn for the talk it caused.

"I was about to die yawning"

ALL that seemed to change when, after graduating from high school, Lowney met and married Harry Handy. He was an engineer with the Ohio Oil Co., working at the company's plant in Robinson, 25 miles south of the Turners' home in Marshall. Moving into a small, rented house, Lowney interested herself in bridge and sewing, cooked Harry's meals and got ready to raise a big family. But the children did not come. As she began to realize that they would be childless, Lowney plunged into engineering and set about helping Harry "get to the top." He soon was on the way, and the Handys became known as one of the well-off, respectable couples of Robinson. They had a two-day-a-week house-

keeper; they belonged to the country club; they bought and remodeled an old house. Mrs. Handy started collecting antiques and soon had the house full of them.

"But I was about to die yawning," she says. She thought back to "my years in the jail" and to the people with the absorbing problems she had known then. She began to search for people like that in Robinson. Soon she was visiting and occasionally giving some small financial help to the town's juvenile delinquents, the alcoholics, the unmarried mothers. It caused quite a stir in Robinson's social circle, and some of the nice people who had once nodded to Mrs. Handy on the street now cut her dead. The rebel in Lowney emerged again. The more people talked about it, the more derelicts she gathered about her and the more she enjoyed herself.

Then World War II came, and she transferred her motherly affections to the servicemen. She wrote to them, encouraged them to spill out their gripes to her. Word traveled fast in Army outposts all over the world, and soon mail was pouring in and GIs were taking furloughs to visit Lowney Handy instead of going home to their parents.

When the veterans started returning, Lowney was in her element. She was just getting into the swing of things when a neighbor came in with a problem. The neighbor was Sadie Jones, aunt of Jim Jones.

Jim's problem had started almost at birth. He was born Nov. 6, 1921, younger than his brother Jeff by 12 years but ahead of the third child of the family, Mary Ann, by seven. From the start Jim was put in the shadow of his older brother. Jeff got better grades in school; Jeff was the star punter on the football team. Jim, a shy kid with glasses, retreated farther into the shadow. At high school he distinguished himself by falling through the skylight. He tried fighting as a lightweight, found he was a fair boxer, entered the



MR. AND MRS. HANDY STAND OUTSIDE HOME IN ROBINSON, ILL.

Vitalis
"LIVE-ACTION" care
gives you
Handsome Hair!



FEEL the difference
in your scalp—SEE the difference
in your hair!



What a wonderful wake-up glow in your scalp—when you use "Live-Action" Vitalis and the famous "60-Second Workout!"

50 seconds' massage with active Vitalis (1) stimulates the scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair.

Then 10 seconds to comb... and your hair is neater, handsomer—set to stay that way all day! Natural looking—never "slicked down." Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil.

For a scalp that feels its best and hair that looks its best, get "Live-Action" Vitalis at any drug counter or at your barber shop. Vitalis is another dependable Bristol-Myers product.

• Many skin specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp. The Vitalis workout stimulates scalp, prevents dryness.



* Vitalis
and the
"60-Second Workout"

NEW! For Cream Tonic Fans...
VITALIS Hair CREAM...lighter-bodied
than ordinary cream oils! No heavy film,
no sticky comb, no messy hands!

JONES AND HANDY CONTINUED

Golden Gloves matches but got slapped down in the second fight. When he finished high school more disappointments awaited him. He had expected to go to college. There had been no reason why he could not; Grandfather Jones had made a lot of money when oil had been discovered on his farm. But the depression wiped it out, and Jim's dentist father found there was no money for college.



AT 4 Jones wore glasses for his weak eyes. He later threw them away with no ill effects.

So his father suggested that Jim enter the Army. Under the hard hand of Army discipline, Jim changed slowly from retiring shyness to stubborn rebellion. He was promoted twice, only to be broken back to private both times for going AWOL. He was often in the guardhouse. He had enlisted in the Air Corps, but while he was in Hawaii he transferred to the Infantry. There his bad luck held. He was never sent to Schofield Barracks' infamous Stockade prison, but he soon became friends with the kind of men who got sent there, the Army rebels. A year after Pearl Harbor he was with the Army troops that relieved the Marines on Guadalcanal. It was dirty, sickening fighting. After a month and a half of it his head got creased by a mortar fragment.

By the time he had reached the hospital at Camp Campbell, Ky. he was a whimpering neurotic. It was like a case of shellshock, complicated by all the long list of disappointments he had had since his earliest childhood. And when one more disappointment came, he could not take it. After three years without a furlough he expected and demanded three months off. He got one month. He argued, but the Army was firm. So he went over the hill.

He bummed his way home. There he found his house rented to strangers. As the family had written him, his mother had died of diabetes. His father, broke and discouraged, had shot himself. Jim moved in with his aunt. He got drunk and stayed drunk. His aunt argued with him in vain. Finally, in desperation, she decided to take her problem to Mrs. Handy.

"He thinks he wants to write," the aunt told Mrs. Handy, finishing up Jim's story.

"Oh, my God, no," said Mrs. Handy. "Not a writer."

Writing was a sore subject to Lowney Handy at that point. While carrying on her one-woman correspondence bureau during the war, she had used a bit of her excess energy to dash off a novel. She had taken it to New York City and wangled an interview with a book publisher. After skimming the manuscript, the publisher had declined it as politely as he could. "What he really meant, though," she says, "was that I was a frustrated, childless, middle-aged woman trying to find something to do, and that I had better go home and find something else." She had gone home carrying in her heart a bitter determination to show them all someday. But anybody who had anything to do with writing made her very angry this soon after her experience. As she knew by now, however, Lowney was unable to say no to anyone in trouble. So Jim came to see her.



G.I. JONES was rebellious like novel's Prewitt. Unlike Prewitt, he was not a bugler.

over for a free drink. Then he saw my books. We have books everywhere in the house, in the living room, even in the bathrooms. Jim got out of his chair and began to take out the books. He flipped through them and plopped them back as if he were gulping down what they had in them. So I asked him if he'd like to see my writing room. It's lined with books. He went from shelf to shelf. Then he



BROTHER JEFF went to Northwestern before money was gone, is now in Red Cross.

actually costs
you less...for
world's finest
lighter 'flint'



Ronson Redskin 'Flints' are your best buy because: ① They are much longer than ordinary 'flints'. ② Actually give you more lights per penny. ③ Make your lighter function at its best, by giving plenty of good, strong sparks with a minimum of pressure. When you need lighter 'flints', insist on the best. Insist on extra length Ronson Redskin 'Flints'.



15¢

Best for ALL 'flint' lighters

EXTRA-LENGTH
RONSON REDSKIN
'FLINTS'

P. S. Use Ronsonol Lighter Fuel, too.

Brighter Shines
WITH
1/2 THE RUBBING



KIWI
(KEE-WEE)
SHOE POLISH



INSTANTLY! Just sugar... hot water...
Mapleine. Directions on bottle—at grocers.
Mapleine flavors desserts, too. Free recipes.
Crescent Mfg. Co., Dept. L, Seattle, Wash.

A GOOD POINT TO REMEMBER!

SAFT-HED
THUMB TACK



GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD

CONTINUED ON PAGE 147

GET SET FOR THE SEASON... NOW

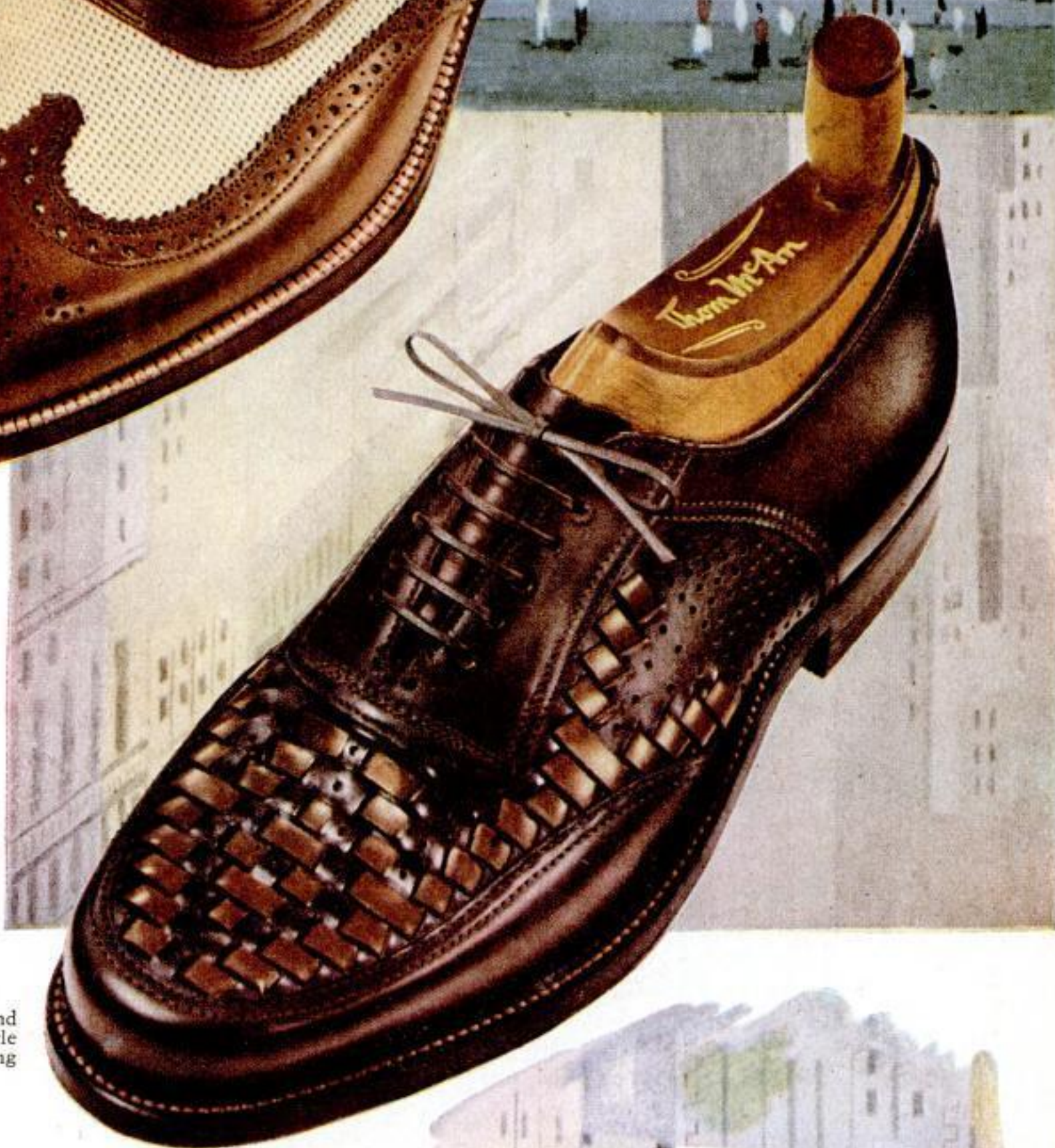
WITH **AMERICA'S No. 1 SHOE**



Style #6725 — New Slip-On shoe. Elasticized for snug fit and easy comfort.



Style #9600 — Cool Nylon mesh. Feels feather-light. Flexible leather sole.



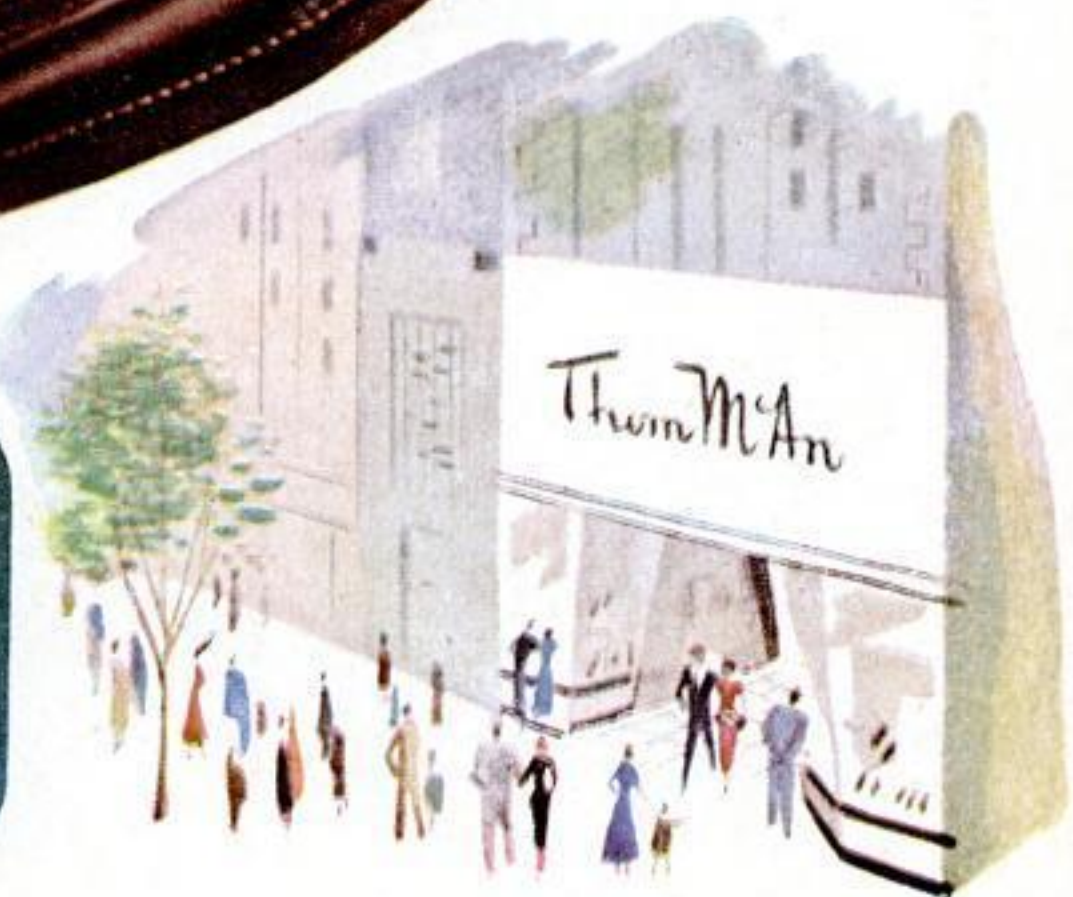
Style #8227 — Hand woven moccasin style in smartly contrasting color tones.

FOR ANY SETTING under Summer's sun, there's just the shoe for you at Thom McAn. Over 150 styles: all the very latest, *plus* all the classic favorites. At prices that are possible only because Thom McAn is America's largest manufacturer-retailer of shoes for men. We sell *directly* to you through 553 Thom McAn stores, and pass on to you the savings that result. So drop in for a look at these famous shoe values. Today, more and more men are buying *two* pairs of Thom McAns, for less money than they formerly spent for only one pair of high-priced shoes.

YOU, TOO WILL SAY, WHEN YOU SEE THEM:
"I don't see how they make them for the money".

Thom McAn \$7⁹⁵ AND \$8⁹⁵
WORN BY MORE MEN THAN ANY OTHER SHOE MOST STYLES

THOM McAN IS A DIVISION OF MELVILLE SHOE CORPORATION



Who wouldn't do their best for Johnny?

The path to manhood is paved with cuts and scratches. Each has a little lesson all its own. It's a rocky road, Johnny, but not as rough for you as it may be for others. Your mother is going to help make little troubles out of what could be big ones. For she follows the first rule of first aid: "Get it clean and keep it clean." And she uses the same first-aid dressing most leading hospitals use — *Curity*. That, Johnny, is how a mother does her very best for her boy.

**Use the Same
First-aid Dressings
Most Leading
Hospitals Use**



Most of America's leading hospitals use *Curity* Dressings as a standard of protection. Isn't it good to know that you can get these same famous dressings packaged for home use at any leading drugstore?

Curity

REG. U. S. PAT. OFF.

BAUER & BLACK



Over Half a Century of Adhesive Tape Leadership—
Bauer & Black,
Division of The Kendall Company

Copyrighted material

Welsh

around the neighborhood
or around the world

A TRAVEL "MUST"

The Original
and Only
"Boodle Buggy"



LIFTS RIGHT OUT



GOES IN THE CAR

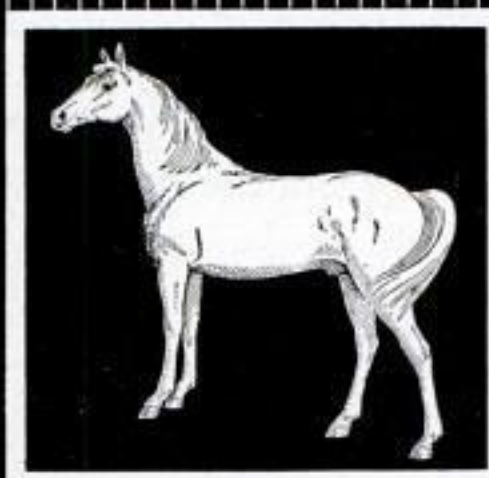


It's a Carriage, Bassinet,
and Travel Bed in One

AT LEADING STORES
WELSH COMPANY

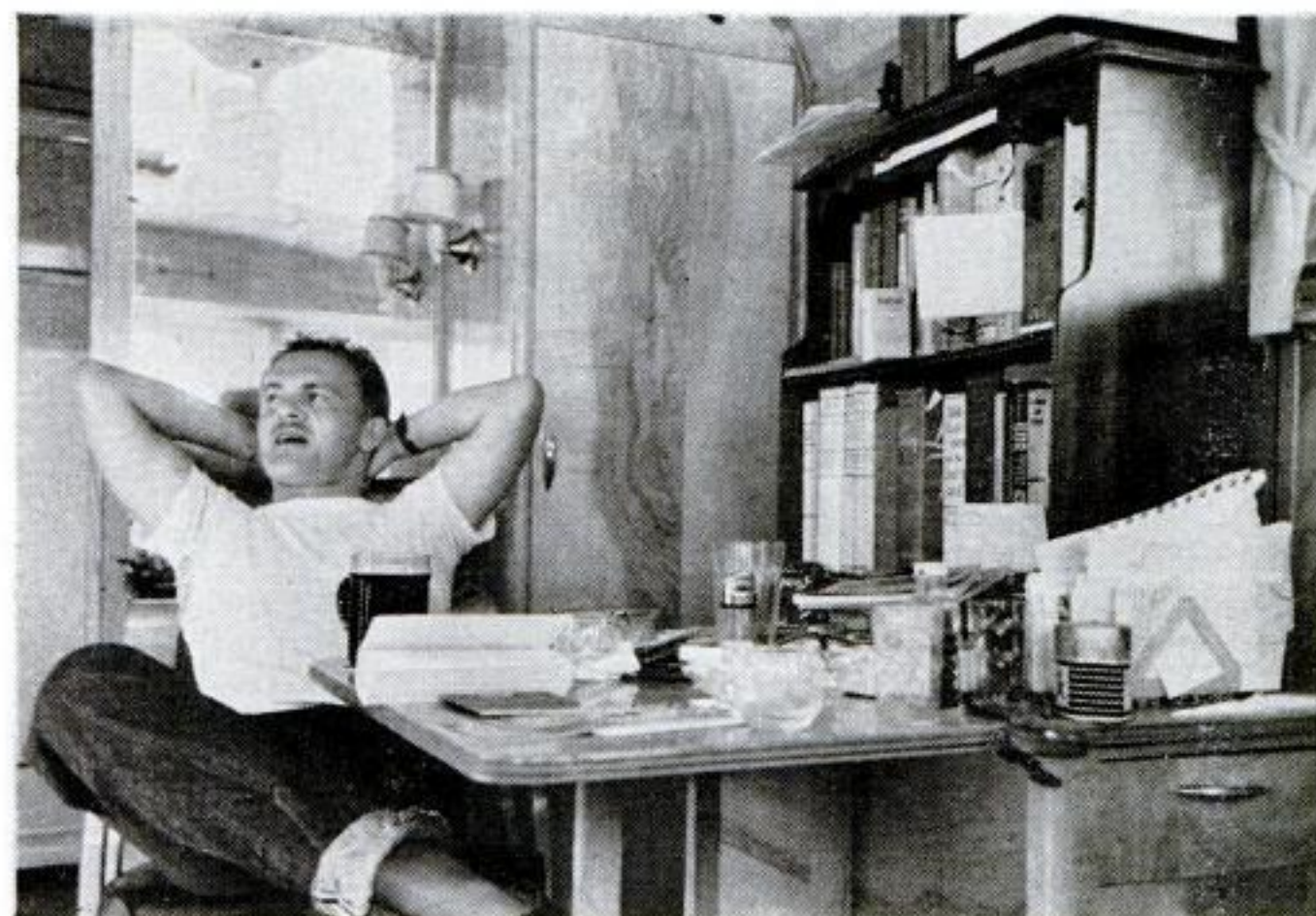
Largest Manufacturer of Folding Baby Carriages
1535 S. Eighth St. St. Louis 4, Mo.

What
a
SCOTCH!



White Horse...
of course!

BLENDED SCOTCH WHISKY 86.8 PROOF
BROWNE-VINTNERS CO., Inc., New York
Sole Distributors



JONES'S OFFICE ON WHEELS is two-bedroom trailer which the Handys bought him so he could travel when bored with the study they built for him.

JONES AND HANDY CONTINUED

picked out a couple and sat down on the floor with them, and I might as well have been in the next county. I just stood there and looked at him. The chip on the shoulder was gone. The poor guy. The poor lost guy."

The aunt had to remind Jim that it was time to leave. A few days later he was back, and this time Harry was there. The three talked on and on. After Jim left that evening, the Handys made the decision they have stuck by ever since. They decided to take Jim into their household. Before they could invite him, he had written them a note asking if he could come and live with them.

There were, evidently, two good reasons for the Handys' decision. In the first place Lowney loved people with problems. She could look a lot farther than Robinson and not find a challenge equal to Jim's. Secondly, and most important, both Lowney and Harry saw in Jim what fleeting acquaintances sometimes have not: he is an extremely endearing fellow. Since the publication of his book, newspapers and magazines have made much of Jones as a tough, rugged character. Nothing could have been calculated to surprise the Handys more. Although Jim looks far from mild in the scowling, unshaven pictures Scribners has used for publicity purposes (the trouble is that he squints when told his picture is being taken), he is actually shy, sentimental and intensely grateful for anything done for him. Had it not been for her immense and immediate compassion, Lowney might have been fooled by Jim's reserve that first day. But once he warmed up to them, both Lowney and Harry fell for him hard.

Together they set out to rehabilitate him. The first job was to get him out of the Army. They were convinced that Jim had had enough and that he would be no good to the service any more. They made him return to camp and finally, through a combination of Jim's head wound and Lowney's constant badgering of everyone in the Army, Private James Jones was given a medical discharge on July 6, 1944.

The Handys built a study for him on the back of their house,

CONTINUED ON PAGE 149



DEMONSTRATION of his jeep and trailer was given by Jim to Lowney when she went out to check up on him during an early trip that he took to Arizona.

Only one piano player in the family, but... we all play the Solovox!



We bought Susan a Solovox to perk up her interest in the piano. Now she plays more than ever... and her Solovox arrangements are super!

Jack learned by ear. He knows dozens of Solovox effects—sax, organ, violin, clarinet—and many others!



Friend husband hadn't touched the piano in years. Now he's playing again, and those old favorites sound swell with the Solovox!

Guess who teams up with him on duets? Me. Never took a lesson in my life, but I can do wonders on the Solovox!

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- Pianist can play left-hand accompaniment, add an amazing variety of beautiful instrumental effects with the right hand.
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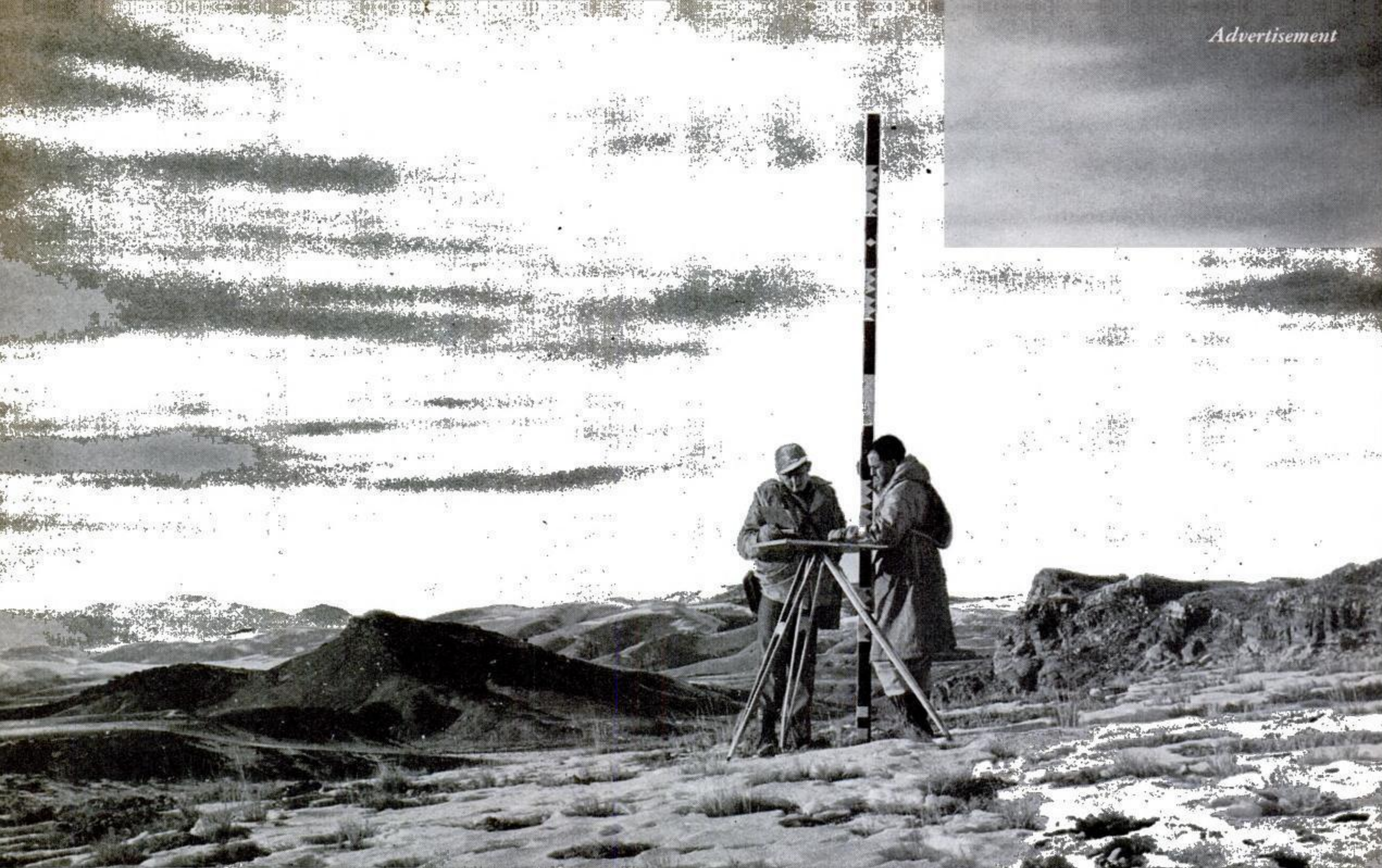
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OIL EXPLORATION CREW HUNTS for signs of new oil supplies on the Madden Anticline, eighty miles

north of Lander near the Owl Creek Mountains of Wyoming. With thousands of oilmen constantly search-

ing for new sources of oil, American companies brought in 27,253 producing wells in 1950—a new record.

Known Underground U.S. Oil Supplies Reach All-Time High

Last year the American people used more oil products than ever before. Yet, at the end of the year, known oil supplies in the ground were greater than when the year started.

A survey just completed by the American Petroleum Institute also shows that:

The search for oil in the U.S. during 1950 uncovered 3,329,000,000 barrels of petroleum (42 gallons to the barrel).

These *new* additions to America's known underground supplies exceeded by over 50 per cent the amount of oil taken from the ground

last year. 1½ gallons were found for every gallon used in 1950.

Today U.S. oil supplies in the ground are more than four times greater than 30 years ago. They now total almost 30 billion barrels—an *all-time high*.

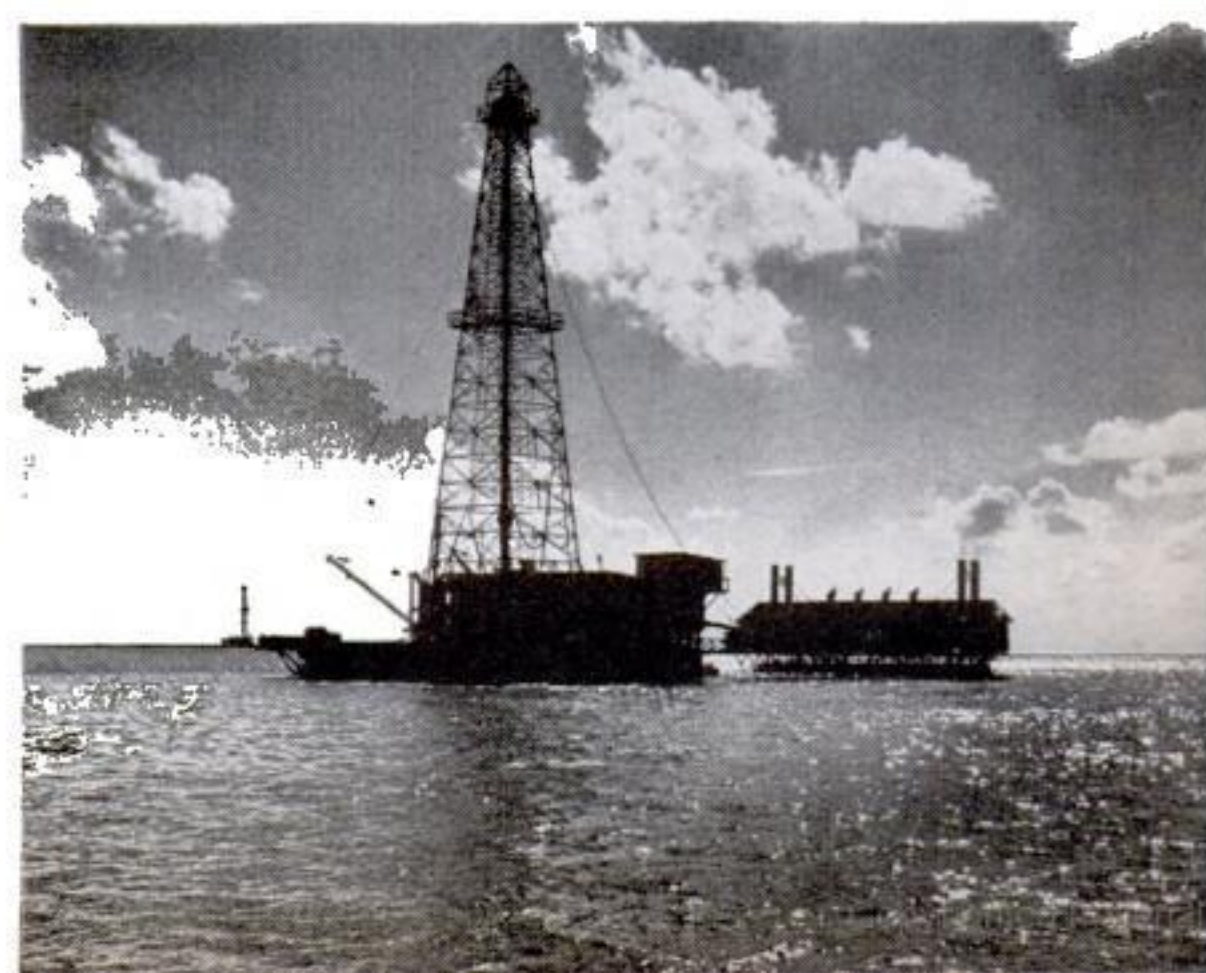
Year after year, each of America's thousands of privately-managed oil companies strives to find more oil than its rivals. That's one good reason America finds more oil than it uses. Here is competitive business at work—and a good example of how this system benefits you and the nation.

Oil Industry Information Committee, AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.



(Left) **WAIST DEEP** in the Louisiana swamp country, a seismograph crew prepares to chart underground rock formations by setting off a dynamite explosion. Even using latest scientific equipment, the odds against finding new supplies of oil are very great.

(Right) **DRILLING BELOW WATER**, oilmen have developed a promising new source of oil supplies for tomorrow. Ample supplies help keep prices low. For instance, today's gasoline costs about the same as gasoline did 25 years ago—only taxes are higher. Yet the quality is 50 per cent better.





JONES THE ATHLETE has improved since boyhood. He played football in Army, injured leg and had to quit. Now he has recovered and can leap like this.

JONES AND HANDY CONTINUED

and there Jim set to work. But he was still the neurotic war casualty. At Hawaii he had used most of his precious free time to study English at the University of Hawaii, and the combination of that and his first reading of Thomas Wolfe (at Hawaii too) had convinced him that he wanted to write. But he was not yet sure that he had the stuff. Now when he hit a snag in the novel, he wandered off for days, returning full of remorse and convinced that he was wasting his time and that the Handys were wasting their money on him. By this time, though, Lowney had become convinced that Jim would write a good novel someday, if she could only keep him at it. How she came to this conclusion she cannot explain clearly even today. "I don't know how I knew, really," she says. "Me, a high school graduate. But I just knew." Perhaps it was simply her compassion for him. Or perhaps the best hint comes from Harry's reason for arriving at the same conclusion. Harry, a University of Illinois graduate, did not pretend to know as much about writing as he did about engineering. But over the years he had developed great respect for Lowney's almost frightening intuition. "You've been right," he told her, "too many times for me to argue with you about a thing like this. I don't know how you do it, Lowney, but I wouldn't bet against you that the sun would come up tomorrow."

Gradually their other outside interests dropped away. Jim took up all their time and all their money. When he couldn't sit still any longer, Harry bought him a jeep and a trailer, and Jim set out across the country with it, writing as he went. The jeep, the trailer and the addition to the house made Harry go into debt.

Finally, after six months, the novel was finished. Jim tucked it under his arm, went to New York and got in to see Maxwell Perkins at Scribners. But the book was rejected. This proved it for Jim. He did not have the stuff after all, and it was high time he stopped living off the Handys. When Lowney heard this she went right to New York, gave Jim a long lecture and made him enter New York University for a couple of writing courses.

Three months later Jim was on the phone to Robinson again. This writing course business was for the birds, and he was quitting. Again Lowney went to New York, again she restored his faith in himself. This time he took his jeep and trailer to Florida where he spent his nights working on a fishing boat and his days patiently rewriting his novel. Occasionally Lowney went down to visit him, and to make sure he was hard at work. "You can imagine what the people in Robinson said when I did *that*," she says. "But I'd got over anything they were going to say by now." After eight months the novel was completely rewritten and sent off to Scribners. Jim waited and fretted. Then, suddenly, a whole new idea

CONTINUED ON NEXT PAGE

WATCH FOR THE

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The tiniest injury can become infected. Never take a chance. Always use BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

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THE HANDY GROUP gathers on patio of the Robinson house to celebrate Lowney's 47th birthday. Members are (left to right) 1) Willard Lindsay, 24, whom Lowney started to help three years ago when Jim was no longer a problem; he has published one short story, has six months to go on

his first novel; 2) Jones, 29; 3) Bert Bliss, 26, an artist who may turn into a writer; if not, Lowney will back him as an artist; 4) Lowney Handy; 5) Harry Handy; 6) Robert Smith, 20, who is about half way through his novel; 7) Donald Sackrider, 20, who has about a year to go on his novel.

JONES AND HANDY CONTINUED

dawned on him, an idea for an entirely different novel. The book he had been writing, entitled *They Shall Inherit the Laughter*, was about bitter war veterans: his new one would be about two men in the peacetime Army before World War II. It would try to capture all the frustration and humor, the hate and nostalgia of the 30-year-man in the regular Army. Lowney loved the idea, so Jim summed it up in one paragraph which he sent off to Perkins.

Back came a wire from Perkins: "WOULD YOU CONSIDER PAYMENT 500 NOW FOR . . . SETTING ASIDE INHERIT LAUGHTER FOR . . . SECOND NOVEL." Jim certainly would. "What a shot in the arm that was to all three of us," he recalls. This was the first concrete note of encouragement they had received. It took Jim nearly three months to write the first 200 pages, but when he sent them off to Perkins he got another \$500. From then on Jim and the Handys were "at least 3 feet off the ground." There was still plenty of hard work; every chapter was rewritten at least once before both Jim—and especially Lowney—were satisfied. And there were still some fights, mostly because of Lowney's violent temper. The worst one was over what started out as a simple thing: Jim had just got his second \$500 when he took a few days off to visit his brother Jeff, then a Red Cross worker stationed at a camp in Florida. One evening while the boys were singing over their beer, somebody started the Yale Whiffenpoof song. Jim had never heard it before and was fascinated by the words.

Gentlemen songsters off on a spree,
Damned from here to Eternity.
God have mercy on such as we.
Baa, baa, baa.

There was the title for his book, thought Jim, "From Here to Eternity." When he told Lowney, she amazed him by screaming her head off. "My heart's blood is in that book. I will NOT have you making a title out of the song of a bunch of drunken Yale men. 'Gentlemen songsters,' indeed. Don't you know what's in your own book?" Jim got as stubborn as she, and they fought about it for nearly a week until suddenly the whole argument was

neatly resolved by John Hall Wheelock, the Scribners editor who had taken over when Maxwell Perkins died. You will find, he told them, that the Whiffenpoofs swiped this song from Kipling. When Kipling wrote it he was talking about "Gentlemen Rankers," the younger sons of British noblemen, the kids nobody knew what to do with because the older son would inherit the title. So they were sent into the army and packed off to far places and forgotten. This is what they were bemoaning in Kipling's song. "Well, that's better," said Lowney. The title stayed.

Those four-letter words

ONE thing, incidentally, that they did not fight about, was the barracks-room language in the book. Jim half expected that for all her rebelliousness Lowney Handy would still be enough of a small-town lady to find this a little too much to take. Doubtless some of her natural rebellion against custom contributed to her feeling. But Lowney had not forgotten her correspondence with all those soldiers during World War II. "If Jim had suggested using those stupid blank spaces," she says grimly, "I'd have hit him."

When Jim finally got going on his novel, sending each chapter off to Scribners as he finished it, most of their troubles seemed over. Some more money had come from Scribners. Harry had gone ahead in his business until now he was "at the top," director of the entire Robinson refinery, the company's principal one. Burroughs Mitchell, Jim's editor at Scribners, was predicting success. It looked as if the book would pay off the last few instalments on the trailer and the addition to the house anyway. But now Lowney began to realize that she was not so happy any more. There were not enough problems to keep her occupied.

The logical result was the Handy Artists Group. Lowney started out with the simple idea of picking another struggling young writer like Jim whom she could house, feed, mother and encourage to write, and she located one in 1948. Struggling young writers being what they are, however, she found herself besieged by so many of them that she had to start the Group. Last month when all the hoopla was being raised over Jim, Lowney had little or no time

CONTINUED ON PAGE 152

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WORK DONE, the Group relaxes in a jam session at their Florida cottage. The effect is not always harmonious because the only one who really knows how to play the ukulele is Eddie Shearer (*left*), Lowney's 16-year-old nephew who works with Group during school vacations. Eddie is teaching the others.

JONES AND HANDY CONTINUED

to enjoy it with him. She was too busy with her other writers (three of them at the moment) and her one artist. In the summer she keeps them on a 400-acre farm she and Harry own in Marshall, and in the winter she takes them all to Florida where she rents a cottage or two, depending upon how many she has with her. Every day she receives a flood of letters from would-be writers. Anyone who shows the least bit of talent is encouraged and asked to write her more. When she thinks she has really found someone she asks him to come and see her. If he looks as if he will fit into the Group, he is given a trial. It is not an easy trial. For at least two months, simply to test his strength of character, he gets what Lowney calls the Treatment. He does the dirty work, he speaks only when spoken to, he gets generally knocked about, he is even forbidden to eat meat while the others gorge themselves on it. Meanwhile he is permitted to write nothing of his own. Depending on the line Lowney thinks his talent is taking, she makes a selection of books and sets him to work on them. He does not just read them; he copies them, word for word, all the way through. He does this for at least a month, sometimes two. Then he starts writing and getting brutal criticism from the rest of the Group. Most of the would-be writers give up under the Treatment within the two months. Those who remain, and those Lowney does not kick out, become full-fledged members of the Group. Currently only four have ([see picture, page 150](#)).

No room for "artistes"

A DAY with Lowney and her group is a curious mixture of busy efficiency and informal confusion. Everyone is up at 5:30 because everyone has to be at work at 6. All morning the sound of typewriters can be heard for blocks. Not a break is allowed, and no one is permitted to talk to anyone else until noon. From this point on, however, the day is utter chaos, with alternate jam sessions on the ukuleles, football on the beach and long bull sessions in which writing can be discussed but in which nobody is allowed to talk in detail about his own book. "Too many writers talk themselves right out of writing their books," says Lowney. "They don't do it here." Wearing apparel amounts to almost studied casualness. "We've got no room for *artistes*," says Lowney. "The first guy who tries to grow a beard is going to have a fat eye to go with it." And Lowney demonstrates daily that she is the woman who can hand one out. With the football on the beach she can throw a pass as far or run as fast as anyone in the Group. Only occasionally does she rest, panting, "Take it easy a minute, boys. Remember, I'm 47 years old." Suddenly, like a flight of pigeons, the Group whisks down the beach to Nettie's Restaurant for spaghetti, in honor of something or other, and a loud gabble about writing takes place through the spaghetti while Lowney complains, "You all eat like hogs." Occasionally somebody gets a little too esoteric and makes the mistake of mouthing something like "Well, after all, what is life and experience all about, anyway?" An immediate hush falls over the Group until he apologizes. "If you want to be a long-hair, you can leave now," says Lowney.

Through all this, as if he were 2 feet taller than the rest, moves

[CONTINUED ON PAGE 154](#)

How To Keep FOOT HAPPY And Free of ATHLETE'S FOOT

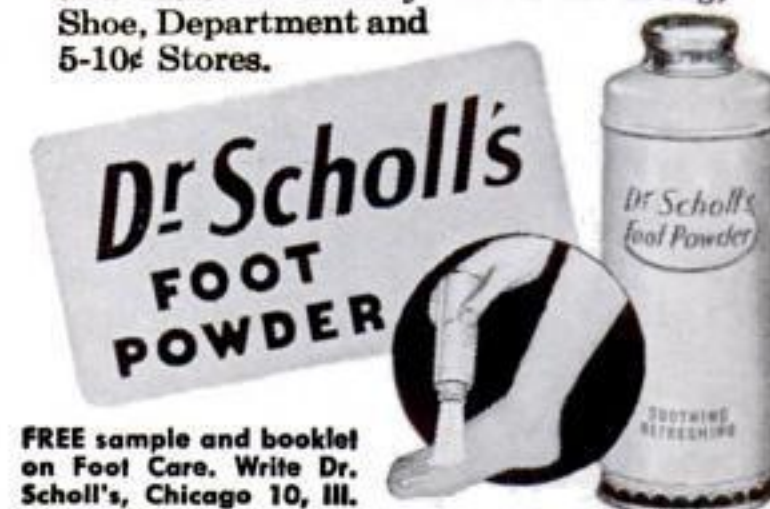


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YOUR HANDS
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Limited time only!

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Get this special at your Pyrex Ware counter now. Offer expires May 31, 1951.



PYREX CLEAR BOWL SET

**SPECIALLY PRICED \$1.19
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DOES SHE LIKE TO BAKE?



PYREX COLOR BOWL SET

Here's a nest of four gay-colored bowls for every mixing use. Grand for oven-baking and serving fruits and salads, too.

Set of 4 bowls **\$2.95**



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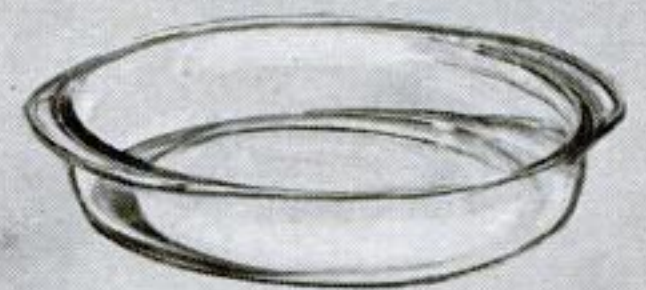
Easy to read. Easy to pour from. Boiling liquids can't hurt them. 8-ounce size 29¢, 1-pint size 59¢.

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not only relieves constipation, but
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Three tablespoonfuls for constipation and accompanying acid indigestion! Relieve irregularity effectively by taking Phillips' Milk of Magnesia! Phillips' does more than lazy laxatives which only relieve constipation. Phillips' also relieves the acid indigestion which often accompanies constipation—gives you more complete relief. So gentle for children, so thorough for grownups, Phillips' can be taken without thought of embarrassing urgency.

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JONES'S FAMOUS JAW is a perfect target when Lowney loses her temper. Here she gives her reply to his statement, "I'm goin' to be a goddam celebrity."

JONES AND HANDY CONTINUED

Jim Jones with the superiority of the one member who has succeeded. He does not ask for it, indeed he sometimes complains about it, but everyone treats him with respect. Even Lowney lets him live alone in his trailer instead of making him bunk in with the rest of the boys in the cottage or the farmhouse. He alone is allowed to grow a mustache and to have a drink or a date now and then. Because he is now contributing financially to the Group, he does no KP. But let him get the slightest bit out of line, and Lowney will chew him out or whack him just as hard as she does the rest of the boys. What especially sets her temper off is any sign that his new-found fame is going to his head. So far Jim is so awed by his success that he has shown no signs of becoming a literary character. He is still country boy enough to say, "The only thing I like about all this publicity is the good friends I've made," knowing it is corny but meaning it and not giving a damn. Occasionally, though, he cannot help murmuring, almost to himself, "You know, I got an account in the Chase National Bank. The Chase National Bank." Lowney watches these signs carefully, ready to cut him back to size if the need arises. One day a visitor asked Jim if he were at work on a new book yet. Jim was already into the second chapter of it, but he glanced Lowney's way, grinned and said, "Naw. I'm goin' to be a goddam celebrity for the next six months." Without a word, and only half playfully, Lowney lifted an uppercut from the floor that caught Jim flush on his outsized jaw, smashed his head against the wall and made the whole trailer quiver. "Wonderful target, that jaw," she muttered, licking her knuckles.

Trouble with grandmother

LOWNEY is just as tough on all the boys. She is perfectly honest with them, and makes no attempt to hide the fact that while they are in the Group she is a mother to them and an extremely possessive one at that. Few of the boys who actually get into the Group object. Indeed, the only trouble Lowney has is with Harry's mother, "Grandmother" Handy, who sometimes spoils the boys by letting them do things Lowney will not. Grandmother Handy, now 87, has taken quite an interest in the Group and keeps the boys with her in Marshall whenever both Lowney and Harry are away. She has now started a novel herself.

For the time being the Handy Group is riding high. Jim is pouring all his earnings from the book into the Group and claims he will continue to do so for the rest of his life. To prepare for contingencies even after that, he has just finished a will, leaving most of his estate to Lowney and Harry and, after them, to the Group itself. Meanwhile the rest of the writers are racing each other to publication date. When they start appearing, the book publishers will know whether Lowney Handy is a gambler who hit the jackpot or one of the most astute critics of the generation. At the moment all they can do is guess and be tantalized. But the spectacle of Lowney at work with her boys provides a good, clear hint of the answer. Rather than a polished, erudite critic, Lowney appears to be a simple, warmhearted judge of human nature, possessing—besides that amazing woman's intuition—an intense interest in all kinds of people. Lowney has always been more interested in Jim than in *From Here to Eternity*. She was sure that a young man who talked

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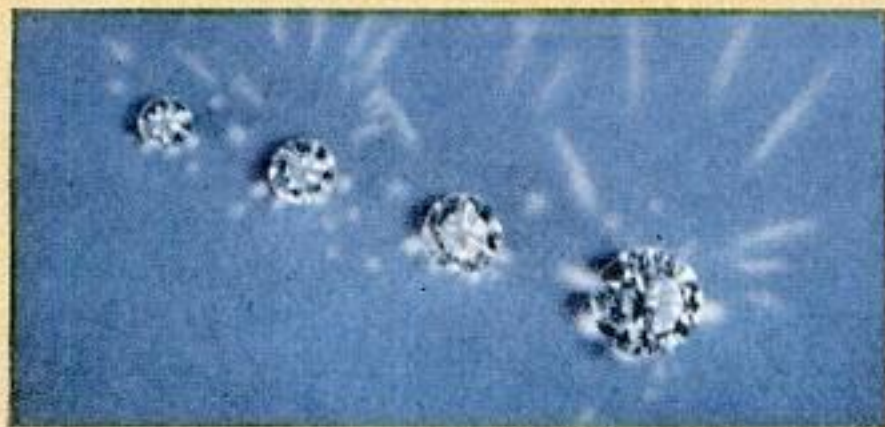
May your happiness
last as long
as your diamond

In silent joy, your engagement diamond mirrors all the grandeurs
that you see, and treasures all the happy moments that mean
so much to you. Through all your married days it shines, a symbol
of your trust and hopes, a talisman of love. And thus it grows
more radiant with meaning through the years. Your diamond,
though it may be modest in cost, should be chosen with care,
for nothing else on earth can take its place.



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J. Frederick Smith

Go-Dainty—gently warm, light-bright tone

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do something for my legs!"**

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They're flatterers, all right—every filmy inch of these full-fashioned Cannon Nylons.

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And Cannon colorings are so specially lovely. Just what fashion ordered to complement your newest costumes!

The go-more, do-more girls always insist on Cannon Nylons. Why don't *you* ask for them—at your favorite neighborhood shop?

"On the legs that are on the go"

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and thought the way he did could write a good novel if only she could keep him on the right course. She feels the same way about the boys she is guiding now. She—and her Group—may be riding for a big fall, but she is convinced that her fun—and their experience—will make it worthwhile anyway.

So for the time being Lowney is enjoying her rewards ("Gives me a warm feeling to know I can buy bread in my old age") and making even bigger plans for the future. The other night, after the boys had stuffed themselves and were relaxing on the sun porch of the Florida cottage, Lowney gathered the flood of mail she had not had time to read and went into her bedroom with it. As she stretched out on her bed for the first time since 6 a.m. (it was now 7:30 p.m.), she could hear the surf on the beach below and the music of the boys' ukuleles as they played *Shenandoah Valley Waltz*. Lowney started making a list of the things to be done in the next few weeks. She had to pack up all the boys' belongings, stuff them and the boys into the trailer and send them with Jim back to Robinson. Then she had to clean the cottage, pay the rent, pack up and drive herself home. Then she had to take Jim out to Hollywood, where he was going to spend four weeks "assisting" in the writing of the script from his book ("They don't really need me," he explained, "but I'd like to help. And it's \$4,000"). Jim would not go without her. How in the world, she wondered, would she ever find time before fall to finish the new book she was writing? She finished her list and looked at her mail, leafing through it to pick out the more interesting-looking letters first. There was one from Harry.

He had been reading all the book reviews and all the publicity, and they had put him in a reflective frame of mind. "There were times," he wrote, "when we thought all was lost, and times when things were dark and the way was rough and awful. But with your direction, and everyone's cooperation and faith—FAITH—we have all arrived at a first destination. . . . But the price of success is to continue to be successful, the hard way. And so we will all continue to work. . . ." Harry also enclosed a letter he had received. "Look at this letter from Jerusalem," he wrote. "What did this man do to deserve all the trouble he says he has had?"

Lowney read the letter from Jerusalem. It was the same sad tale of so many Jews in the Europe of World War II and after. The man had somehow got hold of a copy of Jim's book, and he was trying, in broken English, to express a kinship he felt for the man who wrote *From Here to Eternity*. His appeal for help was thinly disguised, but despite his difficulty with the language he expressed himself with a depth of feeling that stirred Lowney. She jumped up and took the letter out to the boys and read it to them. A couple of the younger ones laughed at the man's broken English. When Lowney was through Jim said quietly, "Think of the poor guy sweating over that letter just to be nice to me."

"But do you get the feeling in that letter?" Lowney asked. "How much do you want to bet we can't make a writer out of that man? Now the first thing we have to do is try to get him over here, somehow. Say, I know a woman who has worked with all kinds of refugee committees. It's 8 o'clock, time for bed. Jim, you see that they all turn in. I'm going down to look for this woman. . . ."



"MY LOOT," as Lowney Handy describes it, consists of two presents she got from Jim on her birthday, April 16: a Buick convertible (Harry paid for half of it) and the already valuable original manuscript of *From Here to Eternity*.



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SUNSWEET prune juice!

"C-L" does the trick!



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17 Jewel . . . Water Resistant
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LOW-FLYING PIGEON buzzes the guests while toe dancers (below) scatter rose petals in the aisle.

Afterward there was a reading of Shakespeare's sonnet, "Let me not to the marriage of true minds," etc.



Life's Party



RING BEARER Steven Young carries a stuffed dove with a wedding band in beak.

Marryin' Avriel's Masterpiece

A WEDDING ARRANGER STARS IN OWN SHOW

In Indianapolis there is a young artist and wedding arranger named Avriel Christie, who for some time has wanted to brighten up the sedate marriage ceremony. Her previous efforts, however, have always been far less dramatic than those of Marryin' Sam, the backwoods justice of the peace in Al Capp's comic strip *Li'l Abner*, who at the climax of his deluxe \$2.98 ceremony thrusts a pair of lighted candles into his ears and leaps off a cliff whistling *The Burning of Rome*. But last month, in an Indianapolis hotel, Miss Christie staged a wedding that may give Sam pause. From the beginning, when pigeons were released to flutter over the heads of the guests, to the end, when a torrent of rose petals fell upon the newlyweds as they embraced, it was a 21-carat spectacle. Furthermore, although Marryin' Sam may match Avriel as impresario, ballet master and aviarist, he will never equal her masterpiece. She was also the bride.



ONE PERFECT ROSE dropped by toe dancers is retrieved by father of the bride, who gave it to her.



THE BLUSHING BRIDE, Avriel herself, registers her satisfaction at the conclusion of a job well done. She directed the opening parts of the performance by

gestures from the rear of the room, feels that wedding guests "deserve something special for their gifts" which they do not ordinarily get at conventional ceremonies.



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■ The Denicotea Holder filters any cigarette—even filters the filter cigarettes. You can see the poisons it removes. The irritants trapped in the Denicotea Crystal Filter can't reach, can't harm your nose, throat, sinuses or lungs. It's like cutting down on smoking, without giving up a single cigarette! That's why so many doctors recommend Denicotea instead of banning smoking.

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In various colors—with extra filters

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SHOWER OF ROSE PETALS descends on newlyweds. Bridegroom, a quiet man named Richard Shull, is entertainment editor on the *Indianapolis Times*.

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Designed especially to fit your new chignon, keep it sleek and smooth. Your own hair matched so perfectly in tone and texture, only YOU know you're wearing a net. For every hair-do, there's a specially created, hand-made Venida net.

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Quinsana's fungicidal action checks Athletes Foot infection... gives soothing, cooling relief, fast! To help prevent recurrence of this painful infection, use Quinsana every day. So easy! Just shake on feet... especially between and under toes. No mess, no stains—ever!

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CONTINUED ON PAGE 163



It costs no more to
play the Best...

Be good to your game...

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Jack Kramer



Babe Didrikson Zaharias

The name "Wilson" on sports equipment is recognized as a mark of finest quality, *the world over*. It is your assurance of the last word in modern design—the finest quality materials—and craftsmanship that is today's highest standard of excellence.

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Bob Feller



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Alice Marble



Lloyd Mangrum



Johnny Lujack

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100 PROOF BOTTLED IN BOND • ALSO AVAILABLE IN LESSER PROOF • OLD HICKORY DISTILLING CORP. • PHILA., PA.



LUCKY MINISTER, Dr. Logan Hall, who ordinarily must be content with a friendly handshake from brides, gets a warm smack from the new Mrs. Shull.



BORED KIDS wait for party to end, Flower Girl Karen Zinsmeister fighting off sleep while Ring Bearer Steven Young looks around for a stray pigeon.



HAPPY NEWLYWEDS, their forgotten drinks slowly getting warm, the bride with her rings worn saucily on her forefinger, are a picture of married bliss.

CONTINUED ON NEXT PAGE

win one of **25** thrilling
all-expense-paid vacations
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Beautiful new designs,
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It's fun! It's easy to enter!

Ask for contest blank in the swimwear
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You'll fly via luxurious
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Caribbean* swimming suit, 100% Nylon
Laron taffeta Lastex in bright Caribbean*
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Write for folder of other Catalina styles and name of nearest store. Catalina, Inc. Dept. 209, Los Angeles 13, California



Spam n' Rice Creole

- easy with Uncle Ben's

The always

Fluffy

RICE

UNCLE BEN'S RICE 'N' SPAM CREOLE

Slice...1 whole SPAM†

Mix together in skillet...
2½ cup uncooked UNCLE
BEN'S RICE, 1 can con-
densed chicken gumbo
soup, 1 can water

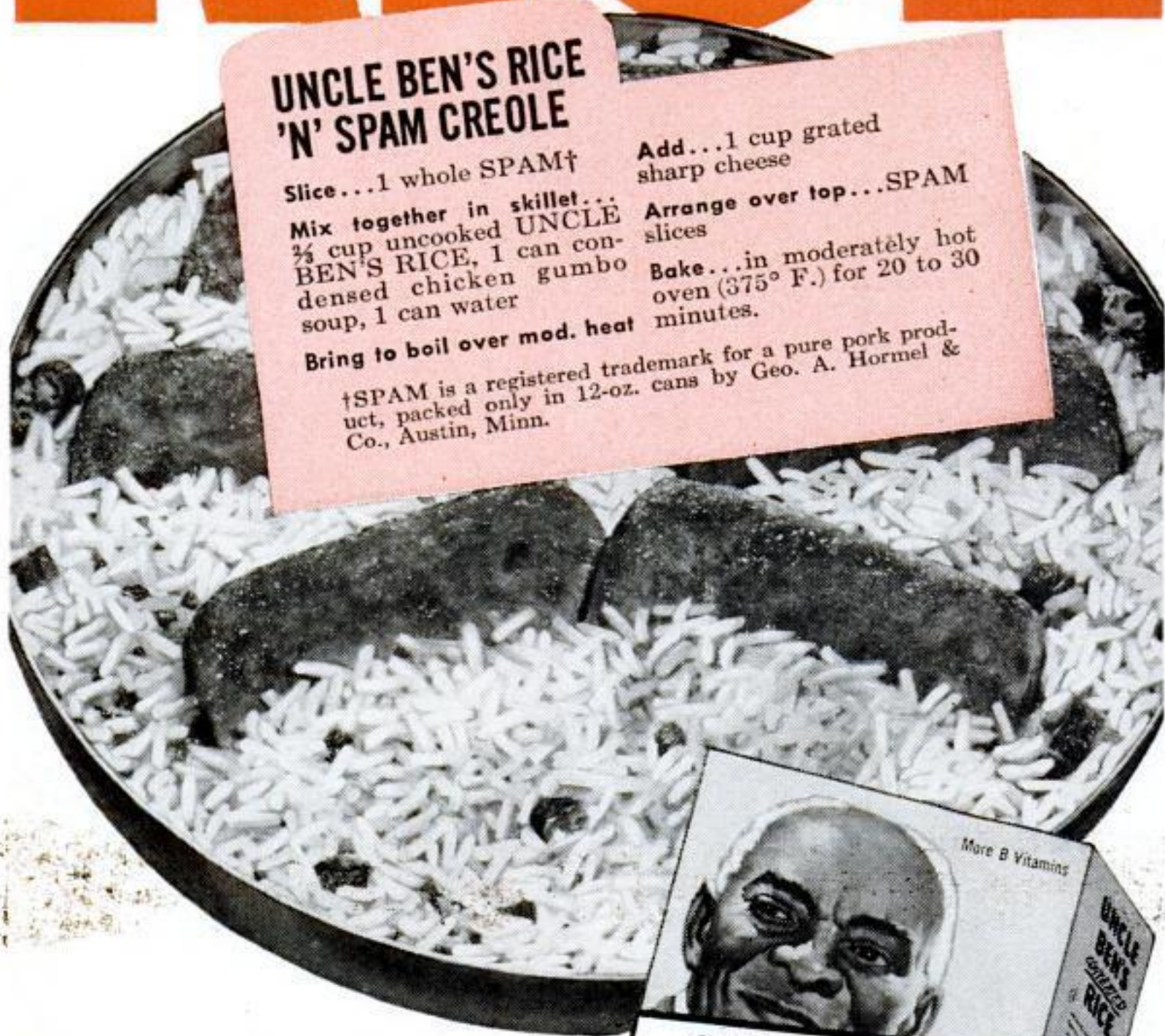
Bring to boil over mod. heat

Add...1 cup grated
sharp cheese

Arrange over top...SPAM
slices

Bake...in moderately hot
oven (375° F.) for 20 to 30
minutes.

†SPAM is a registered trademark for a pure pork prod-
uct, packed only in 12-oz. cans by Geo. A. Hormel &
Co., Austin, Minn.



Here's an easy way to make the good flavor and nourishment of meat go farther: Serve it with the easiest-cooking rice you ever tried — Uncle Ben's — the extra-long-grain rice with the extra B vitamins. *Guaranteed to cook white and fluffy every time or your money back!* Make thrifty, delicious rice dishes a favorite at your house. Get Uncle Ben's, the guaranteed fluffy rice.



* **Uncle Ben's**
CONVERTED
LONG GRAIN RICE

"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc., Houston, Texas

*Uncle Ben's Rice, before milling, is put through an exclusive patented process. This assures retention of natural B vitamins and flavor, and at the same time makes this rice the easiest to cook. It's always fluffy.

CONVERTED RICE, INC., Houston, Texas

Ariel's Wedding CONTINUED



"OH, YOU BEAUTIFUL DOLL!" is sung and danced by the bride and one of her bridesmaids, Mrs. Denzil Rynerson (right), at the Indianapolis Press Club at 2 a.m. on the night of the wedding. This was a final departure from tradition, which does not demand that brides stage floor shows for their guests.

SUMMER AHEAD!

Install

DEPENDABLE

CHAMPION

SPARK PLUGS



On a Picnic...

it's the lunch that makes the fun! So the first thing to pack is a package (or *two!*) of RITZ CRACKERS. For these welcome and wonderful crackers make everything else—the cold cuts, cheese, peanut butter, drinks—taste *twice as good!* And no other cracker can be depended upon to stay so crisp and crunchy—no matter what the weather RITZ CRACKERS just *don't wilt!* So don't forget RITZ CRACKERS—they make every meal a picnic! ®



Remember—"Nothing tastes
as good as RITZ—but **RITZ!**"



BANDHOLTZ GRIPS WEAPON THAT BROUGHT HIM FAME

DEPOSED GENERAL

Reds kidnap statue of Budapest's American hero

After a lifetime of routine Army service Brig. General Harry Hill Bandholtz gained temporary immortality by conducting military operations with a riding crop. In Budapest shortly after World War I as the American member of an allied military mission, he learned that looters were about to sack the National Museum. Armed only with moral indignation and the riding crop, which he brandished in their faces, General Harry repelled the "invaders." To his memory grateful Hungarians later erected a heroic statue (*above*) that for 14 years stood guard outside the museum. But in 1949 Communist officials removed the general for "spring cleaning," neglected to return him. Recently they made it a clean sweep by hauling away his pedestal (*below*). Last week a bare spot of ground was Budapest's only memorial to Harry Hill Bandholtz.



PEDESTAL STOOD VACANT FOR TWO YEARS; NOW IT TOO HAS VANISHED

**When the
ARTHUR MURRAYs
serve Cocktails!**



"We used to do it the hard way," says Arthur Murray, head of the famous dance studios, "but now we do it the Heublein way. These ready-mixed cocktails save us fuss and bother—and they're always excellent."



**HUGH
BLINE,
your
Barman
in a
Bottle
does the
work!**



■ Gentlemen, scholars and judges of fine liquor agree that ready-mixed Heublein cocktails are, to be quick about it, *perfect!* Finest quality, masterful blending, and the thorough inter-marriage of ingredients make them *really* smooth. Just add ice—or pour over ice cubes and serve "on the rocks."

EIGHT KINDS, INCLUDING:

MANHATTAN, 65 proof
OLD FASHIONED, 70 proof

EXTRA DRY MARTINI, 65 proof
GIBSON, very, very dry Martini, 75 proof

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COCKTAILS

G. F. Heublein & Bro., Inc., Hartford, Conn.



from LIFE, Jan. 29, 1951, by Andrey Andersson

WHAT'S IN A PICTURE . . .

This photograph of Fanny Thorne tells you a great deal about the old lady that the text doesn't. One glance at her and she sticks in your mind like a character in Dickens. Standing with her feet wide apart (her shoes aren't in the photograph but you can guess what they look like). There is something about the way her hat is set askew on her old gray head and the way her large man's hands hold the kettle and teapot that gives you the essence of that cantankerous self-respect that is the quality we most admire in the English. There's resignation in it too. "I know my

place but you'll keep your distance if you know yours," she seems to say. It was the quality that produced the great English individualists and the great English eccentrics, that had a great deal to do with winning the Battle of Britain, and that you can't help feeling will manage to keep some sort of sturdy civilization going among those peculiar islanders who invented the language and the institutions it's our job to bring to a new flowering in America. You can't help feeling a respect that's very near envy for the men and women who have Fanny Thorne for a grandmother.

by JOHN DOS PASSOS

... to see life ... to see the world ... to eyewitness great events

LIFE

The old bassoo, the tuba, too—



The old bassoo, the tuba, too,
made music loud and grand



And there was fun for everyone
who joined the old town band.



That day's gone by—but, friend, don't sigh—
its flavor's still at hand—



Just tell the man you want
IMPERIAL

Hiram Walker's 93 years at fine whiskey-making makes Imperial good!

Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.

Why did you change to **CAMELS**, *LISA KIRK*?



"...because
I wanted a mild
cigarette that wouldn't
let me down on flavor!
Camels have everything I'd
been missing — mildness that
agrees with my throat —
rare flavor I never found
in any other cigarette!"

LISA KIRK
Broadway Singing Star.

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



The Camel 30-Day Test
tells you what
you've been missing!

Just make the *sensible* smoking test in
your "T-Zone" (T for throat, T for
taste). You'll prove for yourself how
mild a cigarette can be. No tricks —

no one-puff experiments — just smoke
Camels regularly for 30 days. The 30-
Day Camel Mildness Test tells you how
well Camels agree with your throat.

Flavor is something else — *over* and
above mildness. Camels give you *more*
flavor — for *more* smoking enjoyment.
Your taste will tell you what you've
been missing when you change to
Camels — as your steady smoke!

Mildness is one thing.
Flavor another. Put them
together and you have
2 reasons why...

**MORE PEOPLE
SMOKE CAMELS**
than any other cigarette!

NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS—

**NOT ONE SINGLE CASE OF THROAT
IRRITATION DUE TO SMOKING**



Yes, these were the findings
of noted throat specialists
after a total of 2,470 weekly
examinations of the throats
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— and only Camels — for 30
consecutive days.